

International Journal of Research and Analytical Reviews

UGC Approved Research Journal

Periodicity - Quarterly



Atman Publishing Academy



International Journal of Research and Analytical Reviews

Atman Publishing Academy

2061-C/2/B, Nr. Adhyatma Vidya Mandir, Sanskar Mandal, Bhavnagar-364002.

Contact : 9427903033 E mail : editorsijrar@gmail.com, ijrar1@gmail.com



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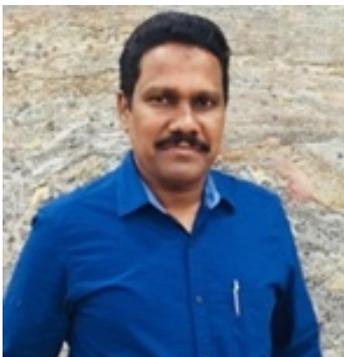
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INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR)

(E-ISSN 2348-1269, P- ISSN 2349-5138)

International Peer Reviewed, Open Access Journal

E-ISSN 2348-1269, P- ISSN 2349-5138 | Impact factor: 5.75 | ESTD Year: 2014
UGC and ISSN Approved and added in the UGC Approved List of Journals .

ONE DAY NATIONAL SEMINAR ON MEDIA: A TOOL FOR CULTURAL & SOCIAL DEVELOPMENT

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INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) is published under the Name of IJRAR publication and URL: www.ijrar.com



E-ISSN 2348-1269, P- ISSN 2349-5138

©IJRAR Journal

Published in India

Typesetting: Camera-ready by author, data conversation by IJRAR Publishing Services – IJRAR Journal.

IJRAR Journal, 2018, WWW.IJRAR.COM

E-ISSN 2348-1269, P- ISSN 2349-5138

INTERNATIONAL JOURNAL OF RESEARCH AND ANALYTICAL REVIEWS (IJRAR) (IJRAR) is published in online form over Internet. This journal is published at the Website <http://www.ijrar.com>, maintained by IJRAR Gujarat, India.

Responsibility of Media in a Developed Society

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The term media is derived from Medium, which means carrier or mode. Media alludes to a thing planned explicitly to contact an extensive group of onlookers or watchers. With the approach of papers and magazines, the phrase was first utilized. In any case, after some time, the term has been extended by the creations of radio, TV, films and the Internet. Media is currently about as essential as sustenance and attire. The facts demonstrate that in reinforcing society, the media assume an exceptional job. The primary destinations of the media are I advising, (ii) teaching, (iii) engaging and (iv) forming individuals supposition. It encourages us to know the world's present circumstance. The media have a solid social and social effect on society and can assume a compelling job in achieving positive social change. It is broadly used to pass on message to assemble general conclusion and mindfulness as a effect of its natural capacity to achieve a bigger number of individuals. In this examination, we will endeavor to decide the job of the media in a created society and propose available resources to achieve attitudinal change in the majority for its further advancement.*

Key Words: *Pakistan, Media, Media Ethics, Print and Electronic Media, PEMRA*

It's not just a propensity to peruse or simply experience the features of one's most favorite paper, yet additionally a second nature with the vast majority. Rather than electronic media, particularly TV, which brings news and perspectives nonstop and yet semi-effectively shrouds watchers into its fans, the print media makes a remunerating association with its readers. Print media performs multifaceted capacities with amazing reach and tremendous impact from the individual reader to society all in all. In the event that the TV educates through images, the paper lights up with words. The print media have an exceptionally extraordinary spot in any socialized society's aggregate cognizance. Print media have constantly assumed a powerful job really taking shape of general supposition, and all the more essentially in those occasions when electronic media were no place. Since the media and society are inherently inseparably connected, a solid harmony between the two mainstays of society is basic, in case for entirely illogical reasons one manages the other.

In the event that an excessive amount of media strength, both electronic and print, is unfortunate and undesirable, it is similarly dishonest if the media turns into a general public's slave and satisfies its temporary tastes as opposed to featuring individuals' genuine issues. Expanded communication between the media and the general population can grow their domain and keep certain powers out of harm under control and make them the two numb-skulls. There are fears in a few quarters that we are altogether bombarded by TV programs for twenty-four hours per day today and that the day by day paper additionally addresses each part of our lives. They advise, impact our motivations or tendencies and decisions, proliferate certain thoughts boisterously and tenaciously and offer arrangements as approaches and projects. They not just illuminate, impact, reason and contend with us, yet they outweigh us astutely or accidentally. We are always barraged by words and more words in their exceptional challenge to be heard (perused) and impact (awe). Words rapidly lose their gloss and freshness and epitomize sensitive and sound implications and encounters. The Ministry of Information and Broadcasting, Govt, should the media think about its opportunity as a permit. The National Regulatory Authority for Electronic and Print Media (NEPRA) issued a lot of rules. Since our general public is religious, multi-etymological and social, any provocative composing can prompt individuals' doubt and irritation. Given the extremely touchy piece of our foundation, the press was required to stay away from provocative and exciting features. The features must reflect and legitimize the issue imprinted in this news report, which ought to be free of remarks and esteem decisions, and the language used to compose the news ought to be calm, with the goal that sentiments of fellowship among networks and gatherings can be cultivated. Old values are tremendously scrutinized and stressed, and time - tested relationships between individuals and institutions have been closely observed. Our physico - mental setup has been affected by consumerism and ostentatious lifestyles. No interest and calling is absolved from urgent control of frame of mind and approach commercialization.

Indeed, even the media have not been left immaculate by this cash control infection over good power. At whatever point the social ethos and its amicable canvas are undermined by extreme enthusiasm or avarice, the proficiency of the media is decreased, which makes individuals mindful of their rights and commitments. On the off chance that an over the top fever for power is woeful, the promoting of the media prompts the invalidation of its social objectives and its commitments are similarly unsafe.

Now and again, reporting's demonstrable skill prompts melodrama, which enhances the bundling of news highlights and prompts shallow introduction. This change from social foundation to showcasing has prompted a crumbling out in the open life. In the event that the print media goes about as a scaffold between the general population and the legislature toward one side of the socio-political range, it should go about as a guard dog on the other without being judgmental in detailing. The media, which has developed as the world's most grounded mainstay of majority rules system, has an extraordinary spot and benefit in the public arena. National and territorial papers can help reestablish individuals' trust by guaranteeing that they get alluring data. Writers ought to be communicated inside the parameters and standards of expert preparing and morals without the mouthpiece or His Master's Voice. On the off chance that the sword of Damocles, the danger of being enlisted and terminated, continually hangs over their heads, they can't give a valiant effort. In a climate of confinements and imperatives, the media can not create or develop in stature and society remains a quiet onlooker in the event that it crosses the bar of purposeful fairness. For various purposes, broad communications can be utilized:

Entertainment:

The first thought behind the production of various "media" was to engage the majority. Radio, TV, films and magazines burn through a large portion of their assets on amusement. The interest for greater amusement is expanding because of the developing populace and the improvement of the way of life. In media outlets, billions of dollars are exchanged every year.

News & Current Affairs:

Today, one of the principle errands of the media is to illuminate individuals about the most recent advancements on the planet and around them. They spread all parts of our interests, for example, climate, legislative issues, war, wellbeing, money, science, style, music, etc. An ever increasing number of news has turned out to be important to make devoted TV and radio channels and magazines. Individuals can tune in to, watch and read the most recent news whenever and anyplace.

Political Awareness:

The media is the political framework's administrator. In the event that it genuinely assumes its job, it will be an extraordinary power in the country's development. It assumes a noteworthy job in conveying their pioneers nearer to the regular man. The media centers around enumerating exceedingly vital political circumstances, choices and situations. Individuals can in this way comprehend their rights better and settle on better choices.

Education:

Since the intensity of the media is so broad and huge, it tends to be utilized to teach ease individuals. Imagine a classroom in each city where just a single educator shows a huge number of understudies. Be that as it may, lamentably, substantially less work is done in the spread of instruction in view of the media's cash making approach and the administration's absence of premium.

Public Announcements:

The intensity of the media is utilized by different experts and organizations to spread enlightening messages to people in general. This may incorporate cautioning against a tempest or plague, delays in flights and prepares arriving or withdrawing, and so on. At times, distributing sees in papers, for example, tenders, property possession changes, and so forth is lawfully official.

Tools

Newspaper and Magazine

Paper and magazine are the primary print media apparatuses that consistently disperse news to their readers. There are a huge number of papers and magazines around the globe that give individuals day by day data as news, articles, highlights, segments, and so on.

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Television

TV is one of mass correspondence's most essential media. Average folks can sit in front of the TV consistently for somewhere around 60 minutes. A few people typically meet news on TV and others might need to watch dramatizations or shows of assortment. We can watch numerous projects on TV as per our preferences. Nielsen Media Research (1998) detailed: "At the 1939 World Fair in New York, TV was acquainted with the US.

The principal industrially accessible TV channels were authorized and endorsed by the Federal Communications Commission following two years. Around 9% of American homes had TVs in 1950. Television possession has been around 98 percent since 1985 (referred to in Bushman, 2001, p. 477). Media have curved out to be exceptionally well known in our lives since TV was designed. Presently almost every family has no less than one TV at home. TV has created since 1930 as an astonishing innovation that can give individuals a immense pact of video and sound data and delight. Most Americans sit in front of the TV for three to five hours per day. As much as individuals are celebrated for TV, it additionally causes numerous issues. The viciousness of TV programs has intense outcomes. We can undoubtedly observe a repeat of a case in TV programs. It causes violations of impersonation. Brandon Centerwall, a teacher at Washington University, detailed that 93 percent of the homicide rate expanded from 1945 to 1974. It demonstrates that TV shows viciousness and furthermore makes individuals unconcerned about brutality. Introverted activities can likewise be caused. TV can cause fixation, which has been an issue since the improvement of broad communications. Television enslavement is like different addictions, for example, dependence on medications or betting. Television compulsion specifically is awful for children. "A child who watched two hours of television a day before age three would be 20 percent more likely to have attention problems at age seven compared with a child who did not watch television" (Christakis, 2004). By seeking after business esteem, TV programs are progressively contained in brutal acts and thrilling substance. Moreover, they keep up that TV powers basic considerations. TV gives us a great deal of data, however they can give it. Watchers can just acknowledge the data we can not speak with on TV. The innovation of TV has unquestionably conveyed extraordinary improvement to our general public. As the communicate advertise was bigger, in any case, TV programs were progressively fierce and misrepresented. These things effectsly affect youngsters and adolescents, so every communicated must alter its substance.

Radio

Radio, the most productive electronic correspondence medium, is additionally the main news media, for example, the paper, and includes a few bulletins inside 24 hours.

Internet

Since the rise of the World Wide Web around 15 years back, the quantity of individuals utilizing the Internet has expanded exponentially. Nobody realizes precisely what number of individuals approach the web. As per the NUA Internet Survey (2002), the quantity of Internet clients in 2002 was evaluated to be around 600 million. The prominence of the WWW, joined with the inescapability of PC innovation when all is said in done, makes individuals progressively reliant on innovation and the Internet to do their day by day exercises and work. Despite the fact that the web has showed up as another media medium and has shaped another general public, the web isn't blended with the general public in which we live. We can acknowledge colossal data by means of the Internet, as individuals around the globe can share their system data. Be that as it may, as much as there is a ton of learning, data isn't valid and pointless on the web too. Since the web was advanced, there have additionally been numerous unlawful wrongdoings on the web. Cybercrime is called these violations carried out by PC use. Cybercrime is a genuine and developing issue that costs a huge number of dollars every year to governments, organizations and individual PC clients and encourages huge numbers of similar wrongdoings carried out in genuine space, for example, fraud and kid erotic entertainment dealing, just on a bigger scale. The Internet Crime Complaint Center (IC3) uncovered that in 2007 the United States lost roughly \$240 million from online wrongdoing. The genuine figure is probably going to be a lot higher given the unreported violations. Extortion and different types of cybercrime answered to the Internet Crime Complaint Center represented up to 40 million or 20 percent of those announced in 2006. Two or three years prior, the IC3 got 206,884 grumblings about Internet wrongdoings, of which more than 90,000 were alluded to law implementation offices over the United States. IC3 is a joint task between the FBI and the National White Collar Crime Center that fills in as a clearing house for cybercrime. Despite the fact that the most generally announced grievance to the IC3 was web closeout misrepresentation, other issue territories included buy disappointment and Visa extortion. Different

grievances were the subject of PC hacking assaults on spam and youngster maltreatment on the net. Regularly detailed misrepresentation includes obtaining or moving creatures, check extortion, email spam and online extortion. The report demonstrates evidence of the UK. Is getting up to speed rapidly with the U.S. to be a cybercrime hotbed. Regardless of the way that the IC3 examine should be a national yearly report from the United States, the United Kingdom is the wellspring of 15.3 percent of wrongdoing reports, in front of other cybercrime hotspots like Nigeria. It is additionally normally the security and individual data of an attacked individual on the system. As indicated by a study directed by TNS Sofres in the interest of the computerized security organization Gemalto (2008), around 60 percent of Americans are worried about taking passwords from their records when they bank on the web, and 38 percent don't have confidence in online payment.

Disadvantages:

In spite of the fact that there are numerous in addition to focuses for media use, it additionally has numerous burdens. Media have the awful impact of promoting prompting unwarranted thoughts. Individuals are compelled to purchase items that are destructive or under-standard. The media now and again create superfluous sensations and truth mutilations to pull in consideration. The impact of the media can represent the moment of truth the administration due to its capacity to manufacture general feeling.

Conclusion:

The media have the intensity to teach people, the great and the terrible. Since it affects the eyes, ears and brain, nothing can beat the media's impact. The media in the driven society should carry out an honorable mission to enlighten people and weaken partisan, public and disruptive patterns.

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The Role of Media in the Society With Reference to V M Basheer's Short Story *The World Renowned Nose*

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media is considered as the fourth pillar of democracy all over the world. It plays a crucial role in bridging the gap between the government and general public. Even a layman is made aware of the socio-political scenario around the world. Nowadays media has become more powerful and so the government is acting very precautious in each and every step. Similarly, the same media can also be misused to misguide the people by false propaganda. This may happen when the media's freedom is not cherished in the nation. This paper proposes to discuss the role of media in focusing an issue in a positive manner and how the same issue is projected in a negative aspect, with reference to V M Basheer's short story *The World Renowned Nose*.*

Key Words:

Introduction

Vaikom Muhammad Basheer, popularly known as 'Bepur Sultan' was a famous Malayalam fiction writer. His stories were translated to more than 18 languages. His life experiences during a nine year exile to save himself from the British were reflected in his short stories. He began his literary career by writing short stories for the paper 'Jayakesari'. His works stood off from traditional concepts and hence he gained popularity in the Malayalam literary circle. He wrote on social themes like poverty, unemployment, and hunger with humor and satire in a different style.

The World Renowned Nose is a short story about an ordinary cook whose nose grows to a disproportionate length in his twenty fourth year. Even the name of this man is not mentioned by the author in the story. The cook does not know to read and write and the kitchen is his world. His daily routine schedule is to work and sleep. His literacy level is very low that he could not even tell the months of the year. His salary is received by his mother and the snuff is also provided by her. At the age of twenty four, his nose grows slightly in length. The nose reaches his navel within a month. The media takes the lead in popularizing him. Then the same media spreads the news that the long nose man was a fraud and his nose is made up of rubber.

The Role of Media in popularizing and discrediting the Long Nosed Man

When the cook's nose started growing, the news spread through the visitors and then the news reporters came to gather news for their magazine or newspaper. Photographers disturbed him day and night. More number of visitors and news reporters resulted in theft in the house and more over it was a nuisance for them. So, the long nosed Man was dismissed from the job and he was starving at his hut. Visitors from distant places and news reporters came to see him and no one asked whether he had taken food. No reporter investigated why he was dismissed from the job and no political group battled to get him re-employed. He was watched by the media and people, like a caged wild animal: "But no one asked: 'Have you eaten today? Why do you look so weak?' There's no money in the hut: not even to buy a small packet of snuff. Was he a wild animal to be kept starving? He might be a fool, but he was a human being" (Basheer 149).

Angered by the reaction of people and media, he asked his mother to shut the door and not to allow anyone to see him. Then people started bribing the mother to see the long nose. When the long nosed man started earning money, the public couldn't tolerate and they called it as corruption: "But the Government did not take any action. Many protested against the inaction of the Government and joined revolutionary parties, out to sabotage the Government!" (Basheer 149)

The poor cook became a millionaire in six years. He acted in three films. Epic poems and biographies were also written about him. All the above factors made him more popular. At one point of time, Newspapers started publishing his comments,

“An aeroplane with a speed of 10,000 miles an hour has been built!
The long-nosed one commented thus on the event...!
Doctor Bundrose Furasiburose has brought a dead man to life!
The long-nosed one made the following speech about it...!
When people heard that the highest peak in the world had been scaled,
they asked: ‘What does the long nosed one say about this? (Basheer 150)

The newspapers published the comments of the long-nosed one in order to increase their sale. If the long-nosed one did not comment on a particular issue, then that news was not considered important by the press. He was asked to comment on various topics like painting, the watch trade, mesmerism, photography, the soul, publishing houses, the writing of novels, life after death, the conduct of newspaper, and hunting.

On behalf of the government, the President gave him the title ‘Chief among the long-nosed ones’. The President tweaked the tip of the long nose and that was filmed and shown in all theatres. This incident made the long-nosed man, more popular among the public. The political parties were trying to drag the long-nosed one to join their party. Media played an important role in bringing the attention of the political parties towards the long-nosed one, by highlighting the news about him. One of the lady secretaries of the long-nosed one was bribed a political party to make a statement against the long-nosed one that he had been cheating the people and his nose is made of rubber. Then, “All the newspapers splashed the news on their front pages. The nose of the long-nosed one is made of rubber!” (Basheer 152) The President was also criticized for awarding a fraud, as the long-nosed man. He was arrested with the help of the army and taken away. Thus the long-nosed one became the scapegoat for the vested interests of the political parties and media.

For some days, there was no news about the arrested man. There was nothing new and interesting for the media to write about the man. Then a fresh news came like a jackpot for the media that the trial of the long-nosed one would take place on March 9 and “All the newspapers of the world will be represented by their accredited correspondents. The proceeding will be filmed for all the world to see (Basheer 153). The supporters of the long-nosed man burnt public conveyances and destroyed government building and “Quite a number of men and women died as martyrs in this fight for the long-nosed one” (Basheer 153). One day of trial, the doctors gave the verdict that the nose is not made of rubber and it is original. Then the President nominated him as a member of Parliament. “But the parties of which the long-nosed one is not a member formed a United Front and began to say: “The ministry must resign!”

Conclusion

V M Basheer had satirically portrayed the role of media in operating the politics of a country through this story. It was the media which popularized the cook because of the long nose. The same media did not support him when he was dismissed from his job and made to starve in his hut. When he started earning money using his long nose, the media blamed him of corruption. After his entry in to the cinema field, the media started highlighting his comments on all the issues. Even though the newspapers knew the literacy level of the long-nosed one, they just published his comments on all issues just for the sake of increasing the sale of their newspapers. When one of the lady secretaries made a false statement that the nose is made of rubber, the media, instead of investigating the truth, immediately published the news for their interests. His publicity in the media is an important reason for the conspiracy of a political party to release the news that the nose is made of rubber. The government’s money would not have been wasted in inviting expert doctors from 48 countries, if the media had checked the validity of the news before publishing it. There is no doubt that our country has print and visual media that projects the real issues of the society. But there are some flaws in the system as it is rightly pointed out by Justice (Retd) Markandey Katju that the defects of the Indian media are twisting the facts, paid news, treating non-issues as real issues, and tendency to brand a particular community (www.thehindu.com).

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THE JOURNALISM HAS PLAYED AS MAJOR ROLE OF SOCIAL STRUCTURE

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The journalism has emerged as eminent position in India it's survived in many ways to the people. The print media and electronic media to contribute in multi dimension including created on Indian independent movement. The media tot changes in valuable social norms and tradition. On aspect of Indian journalism had drawn in varies duties of promoted the social structure. In this papers deals with an essential of Indian and its duties.*

Key Words: *Emerged eminent survived contributed dimension social norms social structure*

INTRODUCTION

Indian news paper was born almost 150 years after British conquest of India. It has inspiration to western Education, civilization and formed by western ideals, technique and aspiration. The Indian news papers to play on vital role of Indian independent movements as well as it evoked the social impact of our country. G Subramania Ayer, founder of the Hindu of madras one of the pioneer of Indian journalism. Indian news paper has juxtaposition in many factors including the sprite independent, spread out the social impact. In this article has shown an importance of the Indian journalism which creates needs of social values.

THE ROOT OF INDIAN JOURNALISM

The first news papers in India was circulated in 1780 under the editorship of James Augustus, Hacky, named Bengal Gazette .On may 30 1826 Dunant mart and {the rising sun} the first Hindi language news papers published in India, started from Calcutta.Since the Indian news papers started in the 18th century. Despite these early Indian journalism has glorified and blossomed .According to Indian history of early news papers was represented by the Hindu of madras.

The Amrit Bazar patrika of Calcutta and another earlier was the Malabar. The Indian dailies and weeklies also developed in during the period .there were no domestic news agencies and only was Reuter. Two of the earliest Indian news papers which were over 100 years the Hindu and the Amrita Bazar patrika started as weeklies and become dailies. Another of the pioneering news papers which had survived of this age. Subramania Aiyer said that the most influential section of Indian journalism had flourished in to more than five cities of our country. The position of Indian language has considered on resent report in NSR Survey of news papers. An another eminent journalist in Richard Johnson in madras courier in English language .In 18th and 19th century there were not sufficient journalist known as this period .

James Silk was an editor of Calcutta chronicle at Buckingham. An early vernacular news papers and regional news papers it also connected between rapturous in localization. The some early papers had more than lot of edition including Malayala Manorama magazine.

THE JOURNALISM GIVES MASSIVE CONTRIBUTION FOR INDEPENDENT MOVEMENT

In the most influential powerful among Indian newspapers were the language regional newspaper which British rulers called the vernacular press. In many among the newspaper has explored on Indian independent movement including Ananda bazaar patrika which began as Bengali news papers drawn the political discussion.

The period 1857-1885 on 9 June phenomenal rise in the number of Indian journals and by 1885 it could be said that the Indian press was fairly represent of the diverse shades of public opinion and had drawn eminent public leader into its fold. The Indian press with the language of the home rule movement by Annie Besant and later the non-cooperation movement buy Mahatma Gandhi in 1915-21.

In the various nationalist press as it came to be called that the first of independent movement, a number of seeds and sacrifice led by Indian journalist who wrote such as valuable chapter in the history of the freedom struggle there where lot of historical event led by an Indian journalism in particularly the government repression during the greatest of the satyagraha movement in the 1930's many Indian papers

were forced to close down after awaiting an unequal battle against the draconian laws of government. At the dawn of independence in 1947 the Indian press was in strong position.

THE NEWS PAPERS CREATE THE SOCIAL IMPACT

The newspaper was represents that safe guard of the people and it provided essential rights for the people. In Indian among the newspaper were tried to protect on people's fundament rights. Darty the pre independent in India, the people were pursuit their different superstition believe.

When an accession of lord pending who abolished on sati by great support of the Indian herald Rajaram Mohan Roy where proudly called as editor was one of the founder of the Brahmo Sabha, a social religion' reform movement which had drawn valued social implement. Rajaram Mohan Roy who started a Bengali news paper, sambar kaumudi in 1822 the times to be issued in the first edition in the Bombay times in Sambad Kaumudi. Its concern that the social values and its related.

This news paper was consider as pioneer of Indian journalism an effect of this paper to eradicated on social injustice whenever try to remains again in superstition believe of our culture.Periyar, 1879-1973:

In India the women were deprived by their freedom across the country the million of people in women literacy was below condition E V.Ramaswamy naickes born in 19th century. He is well known in India for as an anti-Brahmin activist against for idol worship in God. He also known as rationalist and orator. By his early career he joined the congress party but become he has more than conflict with Mahatma Gandhi. In 1920 he found a were party which constructed the doctrine of Dravidian self respect so that his followers are popularly called that thanthai periyar.

His magazine was mainly regard that the promoted for women education, women rights and women empowerment. His speech and his act has been clearly focusing on social changes particularly in Tamilnadu .today life style the mass media to be captured on vital place of day today life especially it has drawn in men's dailies routine attitude. The print media and electronic media has contributed to society by the way of published an awareness for various disease like HIV and Leprosy. Through by broadcasting and printed the news from media helps in many ways to the public.

An essential function of media is always supported and create awareness programme and people scheme related things should be openly published by media. When the government introduced for any social oriented scheme or plan media must stand as mediator between government and the public. According to the central government census the polio disease fully eradicate by ministry of family welfare department for this occasion by massive support of media and its help would possible for abolish the disease polio.

THE FUNCTION OF MEDIA

1. Media can advocate an important aspect of news to the people.
2. It can educate the people through by needed news.
3. Media must act as mediator between the government and people.
4. Its provide valuable information to public
5. Media can eradicated the disease through by published awareness programme
6. Media can helps effectively for our government to functioning the government scheme and plan
7. Media has promoted the people and their life style those who learned importance information through by media.

CONCLUSION

Indian journalism has flourished in present condition which made as tremendous effects of our country. The print media and electronic media both of them to played on vital role of Indian independent movement and create social impact of our country. The aspect of Indian Media to be restructured of societies and it's known as a mediator between the people and government. An effect of Indian journalism to eradicate in various diseases for conducting various awareness programme of their concern channel.

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TECHNOLOGY IN CLASSROOM AND CORPORATE TRAINING FOR SOCIAL DEVELOPMENT

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *21st century has been evolving as an era of digitalization. The digital innovations has permeated into the education sector. Technology has brought in various constructive changes in the educational system as well as the corporate field. The implementation of technology in today's classroom and corporate environment is a challenging one. Technology provides many opportunities to facilitate the learning process through e-learning, m-learning, e-books, e-notes, e-dictionaries. This paper aims at looking into how the incorporation of technology offers possibilities to change the teaching and learning atmosphere. Technology helps the students to get more involved in the learning process and the learning outcomes are more successful and effective as compared to the traditional teaching methodology.*

Key Words:

This technological era comprising of the 'Y' and 'Z' generation netizens shows changing learner demographics. They have optimal usage of e-technology as well as m-technology (mobile technology) to not only serve as a means to stay connected with people around them but which is also used as a powerful tool for facilitating learning process. Teachers today go beyond the chalk and talk traditional methodology evolving from blackboards to greenboards to whiteboards to power point presentations. We have adapted from the existing textbook methodology to using the latest that technology has to offer in the classrooms. This adaptation has come into effect since the advent of technology in education. E-learning uses information and communication technology for the purpose of learning. It enhances the computer and internet skills of the students. In case of e-learning, the results are published instantly whereas in classroom teaching, the teachers take time to evaluate the test papers. This methodology reduces the work load of the teacher and accurate results are obtained. In virtual classrooms, the student may enter into conversation via chatting, messaging and video conferencing. Mobile learning (M-learning) is a subset of E-learning. M-learning is a radical innovation in the classroom because of its positive motivation for students language development. Mobile learning is a student-centred learning process. In-class mobile learning fosters and sustains productive student-teacher learning interactions. Around 75% of the population in the world has access to mobile technology including the remote and rural areas. Mobiles have different learning tools like apps, video recorders, podcasts and videos. Websites such as Wikipedia, encyclopaedia, google, Ask and other search engines can offer a dearth of information that can supplement the reader. Daily lessons can be accessed through mobiles, tablets, smartphones. The future of learning is M-learning. Nowadays Google classroom is used as an engaging tool which makes it convenient for students to learn their daily lessons through mobile phones or personal computers in an informal atmosphere by conducting quizzes, writing assignments, submitting MCQ's and individual reviews of prescribed novels and movies. However, the requirements of the student's needs should be kept in mind while executing lesson plans and course curriculum. Communication through visuals and multimedia is more powerful than spoken words, body language and written words. Visuals include photographs, paintings, videos and films. Multimedia involves television, newspapers, magazines and Internet. Flipped classroom is another innovative teaching method in which the student can access their virtual learning materials or video lectures at the convenience of their homes with the aid of virtual instructor-led training at their preferred time slots and give their feedback and opinions in the class the next day. This creates a lively interactive session where the students can learn from their facilitators as well as their peers. This methodology caters to students of all levels from slow learners to advanced learners. This can be viewed as a reward based learning where the students acquire points based on the questionnaire and are awarded a certificate at the successful completion of their courses. Some courses offering this kind of learning forum is NPTEL, MOOKIT, IITBX, and SWAYAM. This motivates the students to take up electives of their choice and interest and excel in the same. In accordance with Bloom's

Taxonomy, it is the responsibility of the teacher's to impart effective communication and inculcate the right attitude towards learning among the students.

Technology is changing learning and training in grade schools, universities and corporate settings. A more holistic approach is enabling the students to enhance their knowledge of technology as well as their communication skills to be successful in their career. When students transition from a college atmosphere to a work environment, their communication and technically sound skills plays a major part from acing their interviews to uplifting their growth in a particular organisation. Communication along with the usage of technology plays a pivotal role in any organisation. Nowadays, employees need to apply technology along with right communication to make their mark in their respective organisation. The new technology generally compel employees to learn a new set of skills altogether and also learn to work together in project teams time and again. Given an organisation, technology is the process by which inputs from an organisation's environment is transferred into outputs. In the present competitive scenario, technological breakthroughs along with proper communication can dramatically advance an organisation. It can open up new ventures and tie-ups with other industries. The associated parallel industries can also benefit from their growth. This can create competitive advantages more powerful than the existing ones on a global platform. Advancements in computers and networks are showing an increasing trajectory nearly on a daily basis to create a technologically evolved world.

Hands-on method should be employed among trainees to be actively involved in the learning process. This includes on-the-job training, case studies, role plays and behaviour modelling. On-the-job training is useful for upgrading experienced employee's skills when new technology is introduced. Work-study training method has both on-the-job training and classroom training with the incorporation of presentations and video slides. In case studies, trainees are required to analyse and take critical and appropriate actions. This approach recalls the use of technological knowledge and skills learned through a process of discovery. Role plays focuses on understanding interpersonal dynamics and active learning. Behaviour modelling provides right communication, conflict management and computer skills. Allencomm, a leading learning and development company uses e-learning for its consultants because of its potential accessibility and learning advantages as compared to traditional classroom training. Technology has changed the learning environment. The latest technologies has made it possible to reduce the costs associated with delivering the content for training. It increases the effectiveness for the learning environment and contributes to successful business achievements. The latest technologies include Digital collaboration, Multimedia training, Computer-based training, E-learning and Distance learning. Technology allows the digital collaboration to take place. Digital collaboration refers to the use of technology to enhance employee's abilities to work together regardless of their geographic locations. It can be either synchronous or asynchronous. In synchronous methodology, the trainers and learners interact with each other live and in real time; similar to face-to-face classroom instruction. In asynchronous methodology, it is non real-time interactions where the learners can access informational resources only when they desire them.

Prior to the introduction of technology, learning was a linear process. Facilitators presented information to the learners in a classroom set-up. Instructor and learner were the only ones involved. Communication was a one-way street from the trainer to the trainee where the trainee played a passive role in learning. With the introduction of new technology, it has allowed learning to be a more dynamic process. The learning environment includes greater interaction between the learners and the trainers with the training content. Instructions are delivered through the online resources using the internet. It is more of a self-learning and self-assessment methodology. Learning mainly occurs through communicating with fellow learners and working on virtual projects, exchanging innovative ideas, interacting with experts from their domain and applications using hyperlinks. Multimedia training combines the use of audio-visual training with computer based training. It integrates text, graphics, animation, audio and video. Because of the computer being a user-friendly technology, the trainee can interact with the content using the internet and intranets. Computer-based training is an interactive training experience in which the computers plays the part of a learning stimulus which the trainee must respond to and the computer analyses the responses and provides the respective feedback to the trainee. A personal computer enables animation, video clips and graphics to be integrated into an effective training session. The user can interact with the training material using either a joystick or a touch screen monitor.

E-learning, also known as internet or web-based learning refers to the training that is delivered on public or private computer networks and which is displayed by a web browser. Intranet-based training refers to the training which is delivered using the company's own networks and that can be accessed by the

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Organized by Department of English Sri Akilandeswari Women's College, Wandiwash-604 408 Tamil Nadu

employees of that particular company and not the general public. The main characteristics of e-learning and m-learning involves electronic networks that enable information to be delivered, shared and updated almost instantly. It can be delivered directly to the employee's using internet facility. It focuses on learning solutions that go beyond traditional classroom training. It supports the company's objectives and is accessible at any time and any place. The audience includes employees and managers and clients. Training can be delivered to geographically dispersed employees in a faster and shorter duration of time. Practice, feedback, objectives, assessment and other features of a learning environment can be built into the program which can cater to the multiple senses of the trainee. Paperwork can be eliminated in the process. Distance learning is usually used by geographically dispersed companies to provide information about new products, policies or procedures and skills training and expert lectures to various locations. It features two-way communication between people. It involves individualised computer-based training and teleconferencing technology.

CONCLUSION : In conclusion, I would like to state that technology has provided a boost for student's and employee training and development. E-learning and M-learning training solutions are revolutionizing the way instructors teach their students and the way a company teaches their employee's. Students and employees are provided the necessary skills needed to be productive and contribute effectively to the respective organisation. The digital world has provided a wealth of information to guide students and working professionals and with the improvement of technology, the social development as a whole will continue to uplift our society in the future as well.

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Effects of Mass Media in Social Perspectives: TV, Radio, Films

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media is a powerful weapon nowadays due to scientific development. Media is the fourth pillar of our democratic country. Broadcasting is often cast as an outdated term. In India 1991 there was only one television channel- Doordarshan, the common service broadcaster. The number of television channels has thrived manifold. By the 2005 India had more than 200 channels. It is develop the cable and satellitetelevision. Every people have Broadcasting media, especially TV. This paper seeks to study the social aspects of media and development of broadcasting media and historical analyse of TV's advantages and disadvantages in India. Electronic media was pivotal role in society like Radio and Films.*

Key Words: *Electronic Media, Doordarshan, Satellite TV, Radio, Films*

INTRODUCTION:

The word Media is derived from the Latin Medium which means in the "Middle". It is refers to established Mass communication system and. The traditional mass communication is like Newspapers, periodicals, or books, traditional electronic media is like the broadcasting, broadband, cable, satelliteMedia means plural forms of medium and medium means communication and its means mode of expression. Media effects on society and it is playing a role and acting as spy of facts to the society. Media play important role in democracy country and it express the values in the democracy. Media is entertain the public by way of music,drama,films, and dance. Not only Media useful society but also for business marketing in which introduced their products.

The Phrase Media begun to be use in the early 1990s, the significant of mass media was generally restricted to print media up till the post second world war. When radio, television and video were introduced during the war times. The Press is considered the fourth pillar of Indian democracy. However its origin can be traced to the times when India was under British Rule. Media contains to enjoy the support and trust of the people. They used to press to raise voice against control and despite odds created an environment to fight foreign rule and to bring wide range of social, political and economic form.

MASS MEDIA:

Media aims to reach at entire population of a country. The notion of "Mass Media" was generally restricted to print media up until the second world war when Radio, Television, video introduced. Mass Media as the name propose is the media which reach the mass spread over a broad area at the same time. Generally media can be classified three kinds, first print media which includes Newspaper, magazines, booklets and Brochures, House Magazines, periodicals or Newsletters, second type is electronic media which includes television, Radio, films. Third types of Media are New Age Media includes Mobiles phones, computers and Internet.

Any media have multiplies Messages and takes it to a large number of people at the same time is called "Mass Media".Due to development in different types of media originated accordingly in different stages of history of the world as: Print media including books, Pamphlets, newspaper, Magazines etc. originated from the late 15th century. Initially Radio has occupied the world then TV, But Today world Smartphone change entire world.

TELEVISION:

The word television had two words which is work together. The 'tele' part derived from the Greek for far away. The 'vision' part however, has a Latin root: it comes from the Latin for sight. As such, television means seeing things that are far away. It broadcast programmes from across the universe. Television is one of the best scientific invention. It is rather than radio. It has the visual images. Television was developed by John Logie Baird in 1926.

TV is the most powerful tool of audio-visual communication. The viewof television has been greatly enlarged. But Today world is differentpeople can watch all programs through laptop, computers as well as

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smartphones. In India Television was started in Delhi on September 1959. The regular transmission started in 1965 as part of All India Radio. It was extended to Bombay and Amritsar in 1972. In 1975 only seven Indian cities has a television service. Doordarshan was podcast main programs in India. Doordarshan was the part of AIR. It was only national channel. In late 1980s many people started own television sets. Unlike other form of mass media, television was one the most powerful media in all over world and it is only for entertaining purpose of mass communication. Television grown into huge network of mass media. It is the attraction of visual perception of the medium.

Television pleas an audition and eyesight. Hence it is important communication tools to attract the people... For many people, it is mingle with people daily activity like watching TV, reading newspaper at the sofa. It is very fashionable advertising fulcrum where advertisers early spend the huge amounts for an ad especially for programs with high view ship. An example would be, super bowl season. Mass communication provided both information and entertainment. This category also includes electronic media like movies, CDs and DVDs as well as the electronic gadgets.

Advantages of TV:

1. It is relief from anxiety and boredom: TV instructs us in various ways. Artificial programs including drama, song and dance provide us relief from anxiety and boredom of daily life
2. Amusement: It is said that "variety is the spice of life" and television offers us leisure. There is no hesitation for the fact TV provide different types of enjoyment both youth as well as children.
3. Interviews: The media men have regular interview with eminent writers,scholars,scientists and other celebrities.
4. Live Tele-cast: There is no end to the entertainment. It serves to millions of people all age. They are exciting as well as onlooker live telecast programs like games and incident. People watch the live matches of cricket, football and tennis etc.
5. Virtuous lessons: Many TV shows focus on teaching and virtuous lessons besides pleasures. It provide moral values among the society.

Disadvantages of TV:

1. Negatively effects the studies of the children: The children spend more time with TV than sitting with books. It greatly spoiled their studies.
2. Dull and offensive programs: Some of the television programs are often dull and offensive. It distract the attention of the youth. It creates certain feelings in them which are damagingto their future.
3. Distraction: Some of the cinema shows and advertisement are unnecessary for youngsters. The youth should use television carefully so that their mind doesn't get diverted.
4. Wastage of time: People steal out of their work at times and stare at television shows in sales for hours together. They waste immense time doing nothing whereas watching television.

RADIO:

Under the British government, Radio is broadcasting to start in July 1923.Radio has programs with Bombay Radio club. In India Radio has two operated Radio station in Bombay. It is the distribution of sound to a number of recipients, 'listeners 'that belong to large group. They are belong the public and general audience. Radio telecasting forms a large section of the mass media. The term 'telecast' was used by early engineers in the mid-Western United States. Radio is the most interesting listening weapon in 1950s like hearing the news, songs as well as government programs. Radio programs are provided through AIR. Digital radio may telecast multiple programs and contain several FM channel.

Image of Radio Network has obtained in 1920s in India. Radio serviced the many programme like News, comments, songs Music, Comedies, Thriller and Sports besides special programs for children, women, youth and farmers. The Radio is the most scientific advantage to entertain the audience. For example people can listen to radio while working at home, in the fields and factories and also while travelling. Advertising on the radio with catchy jingles and phrases is tried and tested means of communication. Radio lost its popularity with boom of television. But nowadays radio remains one of the favourite means of electronic communication. Moreover, it is an interactive means of communication with all dial-Programs.

FILMS:

Films are reviewed as a major medium because of their mass clamour as well as effects on society. Film is a term that enclose motion pictures or individual projects as well as the field in general. It is early

came from 'photographic film' (also known as film stock). Beginning it was foremost medium for audio-recording as well as exposition of motion picture.

Films are provided by audio recording the movements of people and objects with 'camera' or creating them using 'animation' technique and 'special effects'. Films contain a series of individual images. When these images are shown quickly in succession, the illusion of motion is given to audience. Shining between images is not seen due to an effect known as 'persistence of vision' whereby the eyes retain a visual image for a fraction of second after the source has been removed. Films are considered as art form. It is entertaining, educating and inspiring the audience. A film is an artefact created by specific culture, which reflects that culture and in turn affects them. Any film can become a worldwide attraction, especially with the addition of dubbing or subtitles that translate the film's message.

CONCLUSION:

Media is a powerful means vibrant democracy. Mass Media is an effective means of communication. It sometimes goes wrong way, to restrict media for misuse of the right to liberty. Media has many social perspectives like today youngsters have used different forms of media through Television, Smartphone, Movies, Music, Video games and Internet. Media can improve children's education, learning, opportunities, curiosity, creativity and communication whereas it spoiled the youth's life through misuse of internet. I conclude that Media has a prominent position in our living society. It shows the pros and cons of everyday life. Many interesting things happened with the emergence of TV from Radio.

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Print Media: A Significant Aspect of Socio – Cultural Development

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media is the tool used for communication. It has been used not only for communication but also to develop the human race by enriching them with information and make them knowledgeable. There are several kinds of media which develops the human society by giving its information. Among all the kinds of media, print media is one of the best media which helps for communicating and also serves as a repository of knowledge. Print Media is a revolutionary rising that has bridged the gap of communication with the use of properties like newspaper, magazines, letters, journals etc. Print media has been imparting knowledge and information to a huge targeted audience.*

Key Words: *Media, Print, communication, information, knowledge, newspapers.*

Introduction:

Mass Media is simply known for its communication. Based on transmission, Medias are mainly divided into three types such as print media (news papers and magazines), the broadcast media (radio and television) and the new media (the internet or the World Wide Web). Whatever media it is, the factor common to the various forms of media is that they are all communicating news and information to the general public. So, newspaper, magazines, radio, television, internet etc are said to be the forms of media because they communicate not only to any particular individual but also to everyone who watches, reads or hears (i.e. so called 'society').

Print Media:

The print media is one of the media which has been taken into consideration for analyzing the socio-development. The print media includes newspapers and magazines. The print media contains varieties of writing in it. The print media gives several scopes to the writers especially to the creative writers. So, the print media offers the wide scope for creative writers, so that they can write in a variety of ways.

Socio-cultural development:

Social development and cultural development is said to be the process of social and cultural change due to the societies' and culture's new forms of organization produces its desired results such kind of development is the result of society's capacity to organize resources to meet challenges and opportunities. Development is a human process, in which human tries to develop themselves from the factors which they are using. Even the media which the people use also tend to develop the society by giving the important factors which contained in it. Culture is the aspect which covers religion, food, dress, our language, marriage etc. Language is one of the component included in culture, hence, that language has been developed from that print media. So, through print media (newspaper), culture also has been developed indirectly.

What is NEWS?

It has been said that print media gives way for socio-cultural development. It has been quoted by a person called Herbert J.Gans about news as "News is about the economic, political, social and cultural hierarchies we call nation and society. For the most part news reports on those at or near the top of the hierarchies and on those particularly at the bottom who threaten them to an audience most of whom are located in the vast middle range between top and bottom" (Parthasarathy, 21).

An essential feature of news is that it should be new. News is said to be relative things, news covers all things such as what people having does are doing, or plan to do.

Varying nature of NEWS:

1. News is any printable story which will interest the readers either indicating the readers directly or it makes itself interesting reading.
2. News is always completely true because it consists fully of facts.
3. News has the quality of recency in it. News should contain recent facts which happened just before.

4. News should have an element of proximity. News should contain facts about the particular people's racial, social, cultural or national background. So, this will interest the readers.
5. News must have some element of unusualness. Accidents these things interest the readers.

All the above varying nature of news (print media) indicates that the news media indirectly develops the people both socially and culturally. Furthermore some of the points explains about news media educates the society. So, every newspaper has stock of news and the following are the things included in newspaper, through which the society and the people can be informed and gets knowledgeable.

1. Government and official news (news about parliament, cabinet, administration etc).
2. Functions attended by ministers, officials, VIP's etc.
3. Activities, movements by popular persons such as businessman, leaders of industry, scientists, sportsmen, film stars, cultural and religious leaders etc.
4. Meetings of parliament, state legislatures, local bodies etc.
5. News related to accidents, crime police and courts.
6. News related to health and hospitals.
7. News related to money and business.
8. News related to science and economic news.
9. News related to cultural and religious events.
10. News related to political meetings.

Literating the masses:

Due to the circulation of print media such as journals, the illiteracy rates have been reduced in a great manner and there was a significant change in the society. The emergence of newspaper led to the development and rising of literacy rates. Due to the basic reading skills which the newspaper provided including economic, cultural, sports topic made the readers an educated one. Even to develop one's own knowledge, language skills, vocabulary skills, newspaper has been recommended.

Media of availability:

Newspaper is the cheap and best mode which is available even to rural people. Some people cannot afford for new technology media as it is costly and it may tend to financial problems. So, for all these problems, print media (i.e. newspaper) is the best media to afford. From that cheap media (news media), one can get all the information and sources in an easiest way.

Democratic media:

Not all the ages people can use all the Medias like newly emerging medias. There has been age limit to use the new Medias. But print media is available to every kind of people. Print media gives the freedom to people those who are using it. Right from the childhood till the adulthood age, everyone has the right to use the print Medias like newspaper, magazine etc.

A source for detailed information:

Despite the fast track of world, people are in need of detailed information about the world in order to get them educated and more knowledgeable. All the important topics like war, accidents, natural disaster can be given in a detailed manner in newspaper. Comprehensive articles are essential for the public to widen their language skills. Unlike Radio, television, the print media does contract itself. Rather than that the print media, relates itself with the information in a detailed manner.

Developing the nation:

Through the process of teaching, manipulating, mobilizing, media shares its information to the society. The media leads to the formation and establishment of values to the society to the nation or society. Another role media does is protection of social justice. In this regard, media not only records the news as history or historian does, rather than that, media has to analyze the facts and events and their consequences. The media should express the consequences to the public for the precautionary actions to take in advance. Media should do its duties like maintaining peace in the nation by discouraging negative aspects prevailing in the society through writing the news in print media. It also has the responsibility of creating awareness on the various programmes organized and carried out in the society. By making the people to be aware about the various programmes in the society, the people can become society – based knowledgeable person. The role of media is not only to criticize the government and its negative aspects, but also it has to offer solution to the problems which the government has.

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Conclusion:

The most important purpose of print media is to share information to the particular audience about the particular set of information. It also indicates that there would be no wastage of any vital information and it has been said that all the information found in print media are helpful in one way or other without wasting any information. So, to get the latest information and news, it is always suggested to approach the print media as it is the best.

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A Study of Globalization and Media

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The phenomenon of globalization is more genuine than any time in recent, in any case, regardless of whether we are prepared for it or not. Obviously, this interesting issue can be drawn closer in various ways, distinctive dimensions of discussion and diverse perspectives. What is firm is that globalization is firmly connected to information sharing, and media (particularly new media) are regularly viewed as the principle vehicle for its quick extension. Globalization has tremendously affected the media without inconsistency, and this article examines a scrutinize of the theory of globalization from the perspective of the media. To begin with, it features the general significance of the media for the center contention of the far - achieving impacts of globalization and afterward contends that a basic materialistic investigation of the new media circle needs unhistorical treatment of globalization. The discussion about the effects, impacts and impacts of globalization definitely partitions the world into focuses and peripheries with development and extension. This paper tends to the media's expected capacities in the monetary, social, mechanical and new media circles that have created in late decades. The paper likewise features a portion of the difficulties confronting the media in a globalized world. The majority of this is with regards to the ascent of neoliberalism covering the advancement of the theory of globalization.*

Key Words: *Globalization; Media; New technology; Neoliberalism; Internet*

The impact of media and particularly electronic media on social change is viewed as of principal significance in both scholarly work and open discussion on globalization. In sociological and social dissects of globalization media, for example, satellite TV, the Internet, PCs, cell phones, and so on., are regularly viewed as among the fundamental powers behind current social and social land rebuilding. Electronic media encourage expanded network over long separations and brief adaptability in social connection. Also, three thoughts intended to translate and change the world are improvement, government and globalization. They can regularly be found in dialogs about global sociology issues, yet what they intend to one another is frequently anything besides clear. The idea of globalization is a standout amongst the most discussed issues since the breakdown of socialism. Most globalization talk perceives that it is a 'uniform' process. Its belongings and outcomes are not experienced consistently wherever on the planet, and there is a "control geometry" of globalization in which "a few people are more mindful than others; some start streams and developments, others don't; some are bound to get them than others; some are successfully detained and there will be a power irregularity when managing two n Globalization's fast quickening has for quite some time been connected to innovative advancement and the worldwide market. The inclination to homogeneity, synchronization, combination, solidarity and universalism is from one perspective. Then again, there is a propensity for advancement to be found, heterogeneous, separated, differing and specific. These procedures are complicatedly intertwined and speak to two appearances of a similar coin in actuality. The expression "globalization" is accordingly once in a while used to show that globalization isn't an inescapable or uniform procedure, yet includes diverse territories, shows distinctively in various settings and effectsly affects individuals in various settings.

The cutting edge time started as a period of globalization. Most faultfinders depict this term as a penetrable fringe world. The idea of globalization is worldwide and predominant on the planet and has not been passed on from paradise, the Pope has not proclaimed it, it has not precipitously developed. The prevailing social powers on the planet have made it today to serve their specific advantages. In the meantime, these social powers gave another ideological name to the possibility of globalization - "universal network" (Madunagu 1999). Commentators contend that globalization today is just externally not quite the same as old imperialism. Protection from globalization is likewise not new; since the Opium War, in which Britain curved the Middle Kingdom for the directly to move Indian opium on the terrain, China has opposed globalization. How is this not quite the same as the weight on the WTO from the United States on Beijing? The British considered India to be a realm's wellspring of crude materials and a cotton advertise. India is currently a wellspring of modest work in the IT business' sweatshops and an immense shopper products

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showcase. Globalization is just masked dominion, it has a similar intention: Resource control and the directly to control.

Some "hostile to globalization" bunches contend that globalization is essentially radical, that it is one of the driving purposes for the Iraq war and that it powers funds to stream into the United States as opposed to creating countries; in this way, it tends to be said that "globalization" is another term for a type of Americanization, as a few spectators trust that the United States could be one of only a handful couple of nations. The best TV programs are never again intended for national utilization, yet for universal dissemination, as per scientist George Gerbner. Gerbner additionally noticed that the craving to build the attractiveness of worldwide TV program conveyance influences content. As indicated by Gerbner, programs containing savage material are considered to "travel well" (Jhally, 1994). Parody programs that can be very fruitful in the United States, on the other hand, don't really function admirably in different nations. Satire is socially characterized, and what one social gathering considers clever can really outrage another. Fierce material in correlation has an exceptionally straightforward line of good versus abhorrent. It is generally comprehended and socially straightforward in numerous regards.

Correspondence researchers, sociologists, financial specialists and government officials will proceed to watch and examine the patterns and impacts of media globalization. With the breakdown of socialism in the U.S.S.R. in August 1991, private speculation and the expansion of multinationals kept on walking crosswise over Europe and whatever remains of the world. There have been no ongoing indications of retreat from the pattern of proceeding with media globalization. The two pundits and promoters of media globalization concur that there is savage challenge between organizations of the first and second dimensions. The littler local second-level organizations don't need the bigger multinationals to lose piece of the overall industry. It appears that the focused scene of things to come will be controlled by market powers and adroit political moves by worldwide media organizations.

While this savage fight happens in the meeting rooms of a portion of the world's biggest multinationals, correspondence specialists are searching for a hypothetical premise to decipher diverse wonders identified with worldwide broad communications. Coming up next are an assortment of hypothetical viewpoints from researchers who address these issues. Media globalization has unprecedentedly affected the structure of intensity relations in the media division and the manner in which culture is delivered, repeated and spread all around, particularly since the Second World War. The colossal centralization of media possession because of media globalization through deregulation and privatization of media markets and the multiplication of new media advancements has brought together media associations' capacity. The centralization of media possession has prompted the formation of a worldwide media oligopoly; this procedure has solely reordered power relations with this gathering inside the worldwide media framework.

The production of this oligopoly has decreased the decent variety of media content scattered through worldwide media streams, with gigantic social ramifications. An argument has risen which has two obviously conflicting consequences for culture in the worldwide media streams. While the worldwide media framework all around and consistently disperses entrepreneur customer culture, it at the same time makes new half and half societies because of worldwide human streams and the translation of media streams. Notwithstanding, neither homogenization nor hybridization endeavors to save conventional societies, homogenization endeavors to smother them, while hybridization can undermine their consideration in new cross breed societies. The multiplication of media globalization represents the best risk to the eventual fate of conventional societies, and how such societies can be protected will be an essential inquiry for the future theory of media globalization.

While news media are progressively rising above national fringes, this does not make a transnational or worldwide open circle in itself. As a beginning stage, the accompanying oddity can be found in the connection between the improvement of news media and the general population circle: Due to the development of transnational and worldwide news media, the arrangement of popular supposition at times rises above national outskirts and procures its very own political energy at a worldwide dimension. Contrasted with the globalization of legislative issues, economy and culture, in any case, people in general circle and the arrangement of popular sentiment are still firmly connected to the national dimension and situated towards national political foundations. This clearly conflicting advancement has upheld altogether different translations of the present changes in the media. Media researchers have both announced and decried the possibility that the ascent of worldwide media has set up a worldwide open circle, and the two sides have really possessed the capacity to give some observational help to their understandings. Be that as

it may, the clear inseparability of these contradicting perspectives can be at any rate to some degree because of an absence of hypothetical thought of the conceptualization of current changes in the social geology of the media.

In financial matters, globalization includes different parts of cross-outskirt exchanges, free universal capital streams, remote direct speculation, interest in portfolios and quick and broad innovation scattering. Globalization advocates contend that it increments financial success and prompts progressively effective asset allotment, which thus prompts higher yield, more employments, settle for the status quo. A few commentators, notwithstanding, are worried about the subsequent redistributing and off shoring that has obliterated the American assembling division.

Financial parts of globalizing patterns dependably influence all different subcategories-social and innovative. The most recent financial patterns are firmly connected to legislative issues, including the ramifications of neoliberal monetary theory when all is said in done, media focus and possession, and the justification of the purported McDonaldisation process. Social perspectives incorporate exchange, supposed densification (like McDonaldisation - the connection among culture and commercialization), and specifically social government. As far as innovation, we should underline the digitalization procedure and the developing mixed media.

Neoliberal monetary theory and its suggestions are one of the mainstays of the present financial request, as per numerous researchers. As the name recommends, neoliberalism is new radicalism. Progressivism created in its established structure from the eighteenth century, and its embodiment was “free enterprise - laissez passer” to enable things to advance uninhibitedly. In spite of the fact that the purported imperceptible hand has been assigned as the core value of the economy as a rudimentary reason of essential financial theory and political economy, it has demonstrated to have some flawed ramifications and effect on social advancements. Since the start of current globalization, another development has advanced in the period after the Second World War, permitting state intercession in the financial procedure. The dismissal of state intercession in the economy, one of the essential liberal standards, stays set up when it appears as a welfare state. Notwithstanding, state mediation can advance the viable working of the market component and the related benefit boost.

Neoliberalism, be that as it may, is something other than a monetary theory. It is additionally a political and social theory, which has a social effect, and this effect is clearly likewise felt in the region of broad communications correspondence. Everything must be gone for meeting the prerequisites of the proprietors of the media aggregates. This reality does not need to show itself as an immediate mediation as oversight; the conclusive factor is the manner by which columnists work or the generation of print, TV, sound, film or mixed media is by and large completed. Neoliberals bolster the opening up of worldwide markets and outskirts and in this way bolster uncomplicated capital streams (counting correspondence). These wonders lead to a relentlessly expanding convergence of media proprietorship, empowering the breakdown of obstructions during the time spent making media super aggregates the procedure of de-direction (despite the fact that this procedure itself runs counter to the primary proposes of neoliberalism, since it disturbs the essential guideline of the market system, in particular challenge). The propensity of media proprietors to corner, incorporate and set up colossal media organizations is firmly connected to this. What's more, there are less players available; it is less demanding to manage costs. Notwithstanding, the nature of generation and the items themselves could diminish with less challenge. Syndication proprietors gain a much more prominent financial, political and social power.

The alleged McDonaldisation is the third most regular monetary pattern. To put it plainly, it tends to be characterized as a procedure of business justification driven by material and monetary enthusiasm for industrialist social orders. McDonaldisation implies higher additions and relatively lower costs. This framework is straightforwardly connected to the market economy framework in the United States. Plainly higher incomes are the standards of effective generation in a buyer society. One of the images of this marvel is a generation - sparing framework designed by the McDonald's cheap food chain in the United States and influencing numerous areas of the United States and different social orders.

Commercialization and an oligopolies media structure are accepted to be an unmistakable risk to any country's assorted variety and power. The porosity of social outskirts made by globalization in the media has raised worries about social sway and social rights. Although the advocates of globalization have expelled such worries as unwarranted, these worries are very significant for creating nations, whose monetary reality keeps the advancement of solid neighborhood preparations and along these lines energizes dependence on imported programming. Research has appeared remote media advances can be

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perilous where neighborhood preparations are frail. Privatization of the media intensifies this dependence and advances the stream of imported substance on the rule that there ought to be no boundaries to the free stream of social items crosswise over fringes inside a free market framework. Above all, since private media depend intensely on promoting cash for monetary suitability, a steady stream of social merchandise floods the nearby scene through paid TV commercials. These social items are brimming with pictures that reflect social qualities and desires in accordance with the nations of beginning and are in opposition to the social and monetary substances of the nations accepting them.

The principle drive forming the development of the media has dependably been mechanical change. Every one of the past correspondences innovation insurgencies has made diverse types of media that have advanced into their own businesses. As of late, mechanical accomplishments have picked up noticeable quality with regards to media globalization. The digitalization procedure is right now a standout amongst the most quickly moving patterns in the present media and speaks to real difficulties and trusts later on of electronic media. Content is, be that as it may, progressively digitized: Whatever the flag type, it would all be able to end up undifferentiated bits of information merged on a similar stage. This pattern brings radical changes and remarkable dimensions of intricacy to the present plan of action for media. Notwithstanding sound and video, other information as content, other sound channels and so forth will frame some portion of advanced telecom. You can look over which camera edge you need to watch with only a single tick in an inquiry survey about an administration's prominence or browse the eight screens on the Sky News channel through advanced TV.

The developing multimedialism (interfacing a few media types on one stage) and the intelligence of the whole range of the present media are innovatively encouraging. It influences TV, sight and sound web broadcasting and notwithstanding printing (for example in online day by day releases, where the nature of columnists' work is always developing, they need to compose for print versions and online versions, they need to take pictures and record sound documents). In the new media, which are innovatively formed to consider beneficiary criticism, intuitiveness is increasingly powerful. Intuitiveness in new media is firmly connected to the decentralization of media correspondence, as the beneficiary takes part effectively in the creation of substance. The World Wide Web-the Internet is a key intuitive medium. Patterns in web reporting and the earth can for the most part be portrayed by three procedures: Diversification, union (combination of different sorts of media, gadgets, computerization and digitalization everything being equal - print and varying media) and mix in the Internet. Every one of these procedures make totally new media with included an incentive for substance. The innovation goes further: The Internet is accessible on your cell phones, cell phone administrators offer live TV, radio, and so on. The Internet joins sound, video, content and the web substance can be formed by the communicant (beneficiary) with its input.

Advanced innovation builds the likelihood of substance transmission and offers new chances to advance social decent variety. The circumstance cannot be examined based on a mechanical determinism that bargains solely with specialized and modern contemplations and the manner by which new advancements can impact culture in the nations.

- Although conventional media are probably going to keep on having the best effect on the spread of social qualities in the medium term, the digitalization of the media opens up points of view for the appropriation of substance, which will prompt an expansion in the social decent variety of the media. There is an inclination to execute pay media, in any case, which could imply that entrance to content is limited for a vast piece of society, which does not have adequate assets. Specifically, people in general possession media must balance this propensity.
- The digitalization and union of the media offers new potential outcomes to increment social assorted variety, for example, the quantity of channels, the immediate access of the client to the substance, the more prominent plausibility of subtitling or naming and the new courses of substance dissemination.

In spite of the fact that the Internet has for some time been an exceptionally encouraging medium regarding the right to speak freely, this isn't such an adequate view today. Truly, the facts demonstrate that everybody can make their own site or blog, yet the inquiry is whether any other individual will visit it. The loss of opportunity and the part of social dominion lead to the way that the most well known sites are of western and corporate starting point in the United States. It is essential to underscore, be that as it may, that the Internet offers an interminable rundown of alternatives for creating nearby media conditions. Sites are likewise a marvel that as of now prompts an expansion in decent variety that permits free discourse and guards media content autonomy. The Internet is a piece of our media and broadcast communications frameworks progressively. There is genuine combination of innovation.

It is the ideal opportunity for mergers between conventional media and broadcast communications organizations and with the Internet and PC organizations. The Internet can be an impetus for social activation in an advanced space in which individuals experience a system for a condition of comprehension in which they turn out to be progressively latent and receptive to the message. Remediation is another theory normal for the web, which implies that different types of media are continually included, and groups of onlookers expect straightforwardness that, in actuality, changes into twofold remediation.

In the present drive to globalize generation, markets and exchange, the electronic media and correspondence division, which ranges from broadcast communications systems and the Internet to radio, TV and film, is itself a standout amongst the most active. Although it fluctuates among the sub-parts, its rate of extension was amazing, the centralization of proprietorship was among the most articulated, the change from national open possession to worldwide private possession was practically finished and universal exchange (which was encouraged by the rebranding of media communications benefits as “tradable merchandise”) developed quickly. This was joined by the rearrangement of the generation of equipment, programming and content and the worldwide redistribution of exercises. New advancements impact customary electronic media, print distributing and writers' work in all media fundamentally. The whole creation of media relies upon new advancements: Books, papers, broadcasting, and so on are accessible in the first structure, yet additionally on a PC, note pad or cell phone. It makes the “worldwide town” of McLuhan and permits media culture to globalize.

In perspective on the new points of view of intelligent advancement and the individualization of society [7-9], the creation and advancement of “custom-made strategies” can be prescribed so as to consider singular needs and give criticism. This pursues the subject's comprehension of the neoliberal buyer society, which outlines the greater part of the computerized activism of worldwide citizenship.

- Research demonstrates that types of social disparity and their effect on open administrations are worldwide concerns. Access to “open administrations will in general recreate social imbalance designs” specifically in race, ethnicity and sexual orientation issues.
- Media fortifies and repeats implications of “otherness” without arrangements to decrease and dispose of insufficient messages if conceivable. Nationals must “know about how TV and the Internet control the boundaries to signifying” and oversee broad communications messages. The impact of TV as a mingling operator of the Asian diaspora has been researched by ethnographic gatherings of people. Media can along these lines recreate neighborhood social authority; strategies must address the worldwide truth of a multicultural and half breed society that regards social contrasts. There is a developing logical discussion about the finish of the country state and the advantages of the welfare state with regards to the worldwide emergency. Government spending plans must arrangement and consider the eventual fate of residents who come up short on a worldwide organization to help worldwide citizenship, including assets.
- There is no institutional system for tending to the requirements of potential worldwide citizenship in the current worldwide administration situation. Be that as it may, the Internet and broad communications make a worldwide personality and advance worldwide participation. There are expanding quantities of non-citizenship vagrants. National approaches must address holes in administration and take an interest in multilateralism and universal understandings.

This incorporates the acknowledgment of vagrant laborers' human rights and their social powerlessness in the new nations. It prescribes the pursue - up of legitimately restricting traditions and helpful bodies and further research on the status of as of late settled networks moving to Britain.

- Decision-producers must have indistinguishable worldwide view from their nationals. Gaining from outside improvement, open private organizations must meet spending plans and succeed, specifically when neighborhood agreement is accomplished. In nations where a large portion of its nationals utilize the Internet, it can fill in as an immediate access to subjects' sees on increasingly equitable relations.
- Citizens must be tended to as socially developed subjects customers in a neoliberal setting inserted in the worldwide political economy. The globalization of the Internet additionally empowers neighborhood and national governments to make more equations for participatory popular government and arrangement making. Double recipes can be prescribed in the division of existing states and showcases and to advance new types of administration. You can give new 'customized' open administrations. For example England, the dicotomy of the state and markets, as propelled in New Labor, is as yet pertinent to policymaking.

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- In perspective on the way that the media has turned into a political performing artist in its own privilege and fortified the connections between general assessment and the broad communications, national and nearby governments can utilize the media not exclusively to spread messages, yet in addition to take part in the setting of the motivation with applicable information so as to achieve an agreement in issues that don't require "manufactured discussions." In request to advance satisfactory messages and clear input, the Internet can arrange abstract basic leadership forms (door keeping channels). Makers and purchasers in the "social circuit" ought to almost certainly work intently in procedures identified with the generation and utilization of implications in explicit issues, for example, ecological media items and news.
- To a specific degree, globalization changes envisioned nearby and national networks into a mutual worldwide character. Open discretion and the need to put resources into improvement programs, including social trade programs between nationals of clashing nations, are among its outcomes.
- How affable society and subjects for the most part respond to social wonders is encircled in multicultural society by media information streams that uncover the emblematic structures of mainstream social orders. Media talk can be examined in essential terms: Holy/profane, right/wrong as per sociological standards. This can be utilized by leaders and information officers from a language dependent on prohibition that can make "otherness" as a social esteem, as a concentrate from media content examination [10].

In perspective on the preferences and drawbacks of globalization in the light of the investigation completed in this paper, my contention is that globalization might be unavoidable, however its results are obliterating. I thusly contend that so as to comprehend the elements that will ideally help create measures to lessen the overwhelming impacts of globalization, there is a requirement for a proper reaction. Media talk has advanced the vision of a binding together world in ongoing decades, to a great extent in view of the intensity of innovation to break up outskirts and speed correspondence. Be that as it may, globalization viewpoints vary forcefully, and numerous examiners have plainly characterized these distinctions, some of whom have indicated inadequacies in a portion of the more idealistic situations. For the entire idea of globalization, thought of the job of the media is critical, however these territories are generally overlooked in hypothetical discussions. The aimlessly evident point that without media there is no globalization has not been adequately plainly enunciated or dissected. The job of the media is regularly diminished to an only and clearly innovative one or to the experience of people who are inconsequential to the media business. Be that as it may, the two methodologies are not totally unrelated, since media generation and their experience are regularly extremely inconspicuously connected. Notwithstanding such tragic alerts, talkative talk and amazing folklores frequently disguise the perhaps critical impacts of globalization. Whatever the certainties, the possibility of a solitary interconnected world has turned into an essential confidence article, an inspiring vision. Or on the other hand, to put it another way, the old longs for an overall perfect world presently appear to have been interlaced with artful financial factors and made completely feasible by the new advances. Be that as it may, the truth of patterns is around the world, there is minimal hypothetical collaboration among globalization and media researchers. From one viewpoint, most scholars of globalization originate from media and correspondence contemplates and have not considered the media in essence. Then again, most media researchers themselves were chiefly worried about the media economy and issues of intensity and imbalance, the same number of books on universal correspondence appear. These are critical issues, yet they are by all account not the only ones: Globalization scholars have raised numerous issues that can not be diminished to financial issues alone and which most worldwide correspondence researchers have disregarded. The world has come to stay as a worldwide town. An establishment that neglects to address globalization's difficulties stays unimportant. No different lexis exists. This is globalization's prize.

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DEVELOPMENT THROUGH MEDIA

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *There are two sides for a coin, like that; each and every aspect in our life has negative as well as positive side. So it is our responsibility to choose the right one. Today the world is in our hand, whatever we like to share with the people, and it is done within a fraction of second, through the social media. It becomes the unavoidable and a strong tool among the people for instant sharing, people share messages on all issues like, good environment, good health, good governance, cultural issues, accidental issues etc., this kind of social development is must for the society to carry over our valuable ideas, knowledge and everything to the next generation.*

So, if there is a technological development in the society, we must welcome it, if media gets developed, our society will also develop accordingly.

Key Words: *Social media, Technological development, Society, Culture*

Introduction

Social media is of different forms which offers opportunity to everyone like, to create, to share, to present, to perform etc..Social media is rightly considered as the fourth pillar of democracy. News papers, magazines, televisions and internet, Medias like Twitter, Facebook, Whatsup, Hike, etc., all the media have different focuses on their own and all most all the media have their own online sites, applications which have mainly three kind's users, Social Links and interactive communications.

Also the social networking that provides relation with user generated contents which is posted and shared by each and every individual and it also reflects the real life of people who have same interests and activities, it is the interesting way to create, share, rank and exchange information.

Social media plays its major role in the development of the society; let it be Radio, print, television or the internet. It is the sword arm of democracy and also it creates public awareness against malpractice. 80% of people use different social media, they use social networking sites like facebook, youtube, pinterest etc.. Through TV channels, they do interact to us like live chat, interviews, debates, talk shows and many more. Through these interactions, youths can share ideas, acquire information and also be exposed to many opportunities out there.

On the other hand, customer's responses, interactions and brand awareness about their products, goods and services are the reason why companies are using social media across the world. Thereby, multiple roles played by social media beyond its core is a role of mere communicating information. After the availability of smart phones and mobile internet the usage of social media became very easy.

Business ventures in India also rely on social media to understand their consumer base, brand awareness and interactions. Every organization has an online presence on facebook, Twitter, Youtube channels and other related social media platforms. They measure their success through number of likes, shares, comments etc., it tells the behavior and interest of the customers to the organization regularly.

In developed countries and in developing countries, people can access educational advice, health care, and financial service etc, these were impossible before the mobile technological development. Not only that, the social media provides real time help to the people all over the world.

"The Chronicle of Education Concluded that Twitter tracks Cholera out breaks faster than Health Authorities".(forum one ideas/ blog can social media help developing countries absolutely July 25,2018.)

Social Media helps for economic empowerment also, the business people, merchants even farmer get quick messages regarding the market status. So that they can take effective decision about selling their products. The Politicians do their election campaign, advertisement and promises through social media. Politicians have their Twitter and Facebook account and they share messages with public.

Against social crimes

With the help of the Smart phone, people take the crime scenes as videos and they share it immediately. So, the offices and authorities afraid to bribe the public, the atrocities, violations of laws and ordinary theft etc. are shared and commented immediately.

While we are speaking about development, the immoral activities also developed through social media. It is called, '**Cyber Bullying**'. The youngsters have to be very careful in their sharing of their photos and other private information. Also there is no privacy for the people who share their private affairs. It is the platform for the teenagers to spread rumors, videos. If anything goes wrong, they don't dare to face it and try to commit suicide. Also it is the continuous complaint from the parent side that they became slave to some dangerous games like, "Momo, Bluewhale" etc.. And some criminals do hacking, so that they steal all the important bank details and they can easily drop the money without the knowledge of the card holder.

Impact on Education

The role of social media in education cannot be ignored because social media today plays a key role in developing the quality of education and increasing the enrollment across the world. The online education is very useful for the students for whom the classes are not accessible. Half of the educators agree, because of social media there are more learners, since it provides an easy way of learning, there are many types of tools like blogs, Wikis, LinkedIn, Twitter, Facebook which made learning and opportunities possible at the click of a button.

This becomes practical and efficient when the educators post e-notes in their respective blog. There are many book making tools such as "Diggo", this social media tool is purely for educators and learners. It enables its users to get personalized resources on any topic of their interest. It provides students with a limitless avenue for students to interact with their peers across the world.

Conclusion

Almost quarter portion of the population in the world use social media, this usage definitely brings the change among the people to develop themselves on all aspects of life. It is absolute that social media is a powerful tool for the society which has good and evil reaction among the people. We are all aware of that, even in the 'Jallikattu' protest the social media has its huge part of the success. That too, because of the mobile phone technology there is a rapid development in the life of the people across the world. Social media is a revolutionary idea with scope of advancements with many features. Anytime, anywhere, wherever we go our technology follow us, and you can help others and can be helped by others.

Even though there are number of disadvantages, there are fascinating advantages through social media which can shape politics, business, world culture, education, career development, innovations many more.

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The Significant Role of Media in Women Upliftment

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Alternative media is turning into a stage for the strengthening of the society on an entirety. Women have thusly another space to share their perspectives. This virtual space gives its capacity by isolating itself from the genuine space; where it faces the genuine difficulties as eve-teasing, stalking, badgering, and so forth. Private settings in interpersonal interaction locales must be famous with Indian young women who are looked with stalking as an unmistakable wrongdoing. Private settings have furnished young women with haven to occupy undesirable consideration on informal communication locales. It could have enabled numerous young women to agree to accept interpersonal interaction locales, just as mirroring these present reality complexities that elective media enable young women to maintain a strategic distance from on the web. Concentrate the private settings of a gathering of young women and young men of any class would intrigue. How contrastingly young men and young women utilize this setting. The examination paper centers around whether elective media help engage women where they don't hesitate to share what they need or still feel restricted by social confinements.*

Key Words: *Gender sensitization; Social networking sites; New media; Women empowerment*

Gender sensitization mindfulness in India, where man centric culture still exists, has dependably remained a fundamental issue. At whatever point women need to move unreservedly out in the public arena, they are dependably in danger. The issue of assault in Delhi demonstrates men's cold-heartedness to women. Eve teasing is a typical marvel for Indian women and they have now figured out how to live with it. We can even say that it's presently part of their life. Obliviousness is happiness and they took it. Working women are bound to go for broke.

Sexual harassment mindfulness in India, where man centric culture still exists, has dependably remained an indispensable issue. At whatever point women need to move openly out in the public arena, they are dependably in danger. The issue of assault in Delhi demonstrates men's lack of care to women. Eve teasing is a typical wonder for Indian women and they have now figured out how to live with it. We can even say that it's presently part of their life. Obliviousness is happiness and they took it. Working women are bound to go out on a limb. The normal issues a lady faces each day are inappropriate behavior, eve-prodding and stalking. What tops off an already good thing, she is constantly encouraged to act in the manner in which she dresses, talks and ought not be honest with the men around her. Society still seems powerless to comprehend the physical and mental state of women confronting such wrongdoing. The scan is still on for a spot where even in the 21st century a lady can feel safe. Nonetheless, this space for women has all the earmarks of being ending up new media. On the off chance that we talk about the media, there is not really any viciousness against women in the media. With regards to national media, women' issues and interests are being conditioned down. National media have their very own issues identified with Indian legislative issues or TRP criteria. There is not really a unique program that raises women' issues and tackles them. Media don't have spaces to indicate strengthening programs for women.

On account of assault in Delhi, it was not just the predominant press that roused individuals to dissent, the job of new media, otherwise called elective media in the present scene, was played. "on the inquiry volume record of Google Trends, "Delhi assault," "Assault in Delhi" and "assault unfortunate casualty" was one of India's best search queries a week ago, achieving a crest on 20 December. The most astounding volumes originated from Delhi and neighboring nations, for example, Uttar Pradesh, Haryana and Rajasthan." Alternative media are turning into a stage for engaging the entire of society. Women have another space to share their perspectives thusly. This virtual space gives its capacity by isolating itself from the genuine space; where it faces the genuine difficulties as eve-prodding, stalking, provocation, and so on.

Private settings in long range informal communication locales must be extremely mainstream with Indian young women who are looked with stalking as an unmistakable wrongdoing. Private settings have furnished young women with safe house to divert undesirable consideration on long range informal communication destinations. It could have enabled numerous young women to agree to accept person to

person communication destinations, just as mirroring these present reality complexities that elective media enable young women to stay away from on the web.

In any case, the setting given by informal communication locales is regular to all, however sexual harassment explicit use varies. Long range informal communication destinations are known as the stage for individuals in virtual space. Among the well known Facebook, Myspace, Pinterest, Flickr informal communication locales, and so forth. With almost 92 million clients in India, the most well known long range informal communication site is Facebook. Keeping a nearby perspective on the profiles accessible on Facebook, a person to person communication site, demonstrates that on account of young women, most folks have an open profile. Most folks utilize their profile picture without redoing it young women still feel shilly-shally when they place their unique picture.

There is as yet a hole in our general public among male and female gatherings. Women are constantly expected to be in a restricted space. A few tenets and principles are relied upon to be pursued just by her, for example night employments are not yet prevalent with women. Women are enabled subsequently still have a question mark. In any case, it appears that the situation is changing today with the approach of new media.

The situation of men is more grounded than women, the fact was made in an examination paper by Dhare Amar M., Nikam Balasaheb T: Gender Sensitization: Victimization of Bias and Women in India (2006). The men are constantly set in a more beneficial position than women in the area of South and South East Asia, particularly in India. As a determinant of a social relationship that legitimizes and keeps up the intensity of men over women, sexual harassment acquires connections among women and men, just as connections between women' gatherings and men's gatherings. Among the distinctions in class, race, ethnicity, sexuality, age and religion, their sex benefit is one of only a handful couple of shared characteristics that men share.

In a blog, Jammie Victory Abdulai's New Media and Global Women's Empowerment Movement (2011), it was talked about that I am most intrigued by this new media since I can be a piece of the worldwide data sharing procedure. That is, without limitation, I can air my perspectives. I can peruse articles or even news articles and offer my very own perspectives on them.

The new media engaged women. The fact of the matter was talked about in an examination paper Women Empowerment: The job of new media (2013) by Dr. Ehtesham AhmadKhan and Arif Moin: "lately, the effect of new media has been seen around the world, with online stages winding up progressively amazing components to prepare prominent help. India is no special case, and the media inclusion of this especially awful instance of Delhi assault and online reactions have changed the attitude of youngsters, and individuals appear to never again be happy to acknowledge assault and rape as "a basic unavoidable truth." The new media engaged women. The fact of the matter was talked about in an examination paper Women Empowerment: The job of new media (2013) by Dr. Ehtesham AhmadKhan and Arif Moin: "as of late, the effect of new media has been seen around the world, with online stages winding up progressively groundbreaking instruments to activate mainstream support. India is no special case, and the media inclusion of this especially awful instance of Delhi assault and online reactions have changed the mentality of youngsters, and individuals appear to never again be happy to acknowledge assault and rape as "a basic unavoidable truth." Indian individuals requested change and utilized present day media capacity to make their voices heard. Stages, for example, the Facebook bunch "Assault in Delhi" and "Equity for Raped Girl in Delhi" have joined individuals in communicating their desires for a future free of comparable cases in Delhi. Individuals raised their voices through Twitter, Facebook and other new media and communicated their dissatisfaction with the legislature and the administration.

To know the status of Facebook's utilization of security settings, the young analyst directed a study to discover what drives them to utilize protection. The example taken was 50 for this reason. The inspecting technique was amount testing, which included 25 young men and 25 young women. So as to know the security settings utilized by both genders, a poll was defined and shut inquiries.

Different inquiries were asked and respondents gave their perspectives and these perspectives are examined as pursues: in light of an inquiry regarding whether they are open to utilizing Facebook without a protection setting, 92 percent of women said they are not happy with utilizing Facebook without security settings contrasted with young women, 64 percent of young men said they are very open to utilizing Facebook without security settings. Essentially, in light of the inquiry why they modified their profile picture from the general population, 68 percent of young women said that because of online provocation or

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dread of maltreatment, 55 percent of guys don't modify their profile pictures and 45 percent tweak their profile pictures simply because of individual space.

Notwithstanding, the utilization of the first profile picture by young women was an amazing outcome. 99 percent of men utilize their unique profile pictures and 92 percent of women utilize their unique profile pictures, however with some security settings. Essentially, young women can endure the trading of messages since they just utilize fundamental sifting. Just 18 percent of young women are sifting entirely. This is consequently one approach to change, prior young women are hesitant to utilize unique profile pictures for any person to person communication destinations. In any case, one pattern is evolving. In any case, while utilizing it, they avoid potential risk. Despite the fact that when asked what number of young women gave their own contact number on Facebook, the appropriate response was obviously 100 percent for not giving the contact number, while young men are very agreeable in light of the fact that 77 percent of them gave their contact number.

About 90 percent of women on Facebook have blocked somebody for various reasons. The way that the young women don't give contact subtleties portrays their dread and distress in the public eye. It demonstrates the absence of opportunity contrasted with guys on the grounds that guys gave their contact subtleties. The individuals who don't give the subtleties are distinctive in light of the fact that they need their own space and not on the grounds that they feel shaky when they share it.

There are different reasons why young women entirely use protection settings. The reasons referenced in the poll include: Fake record, unsettling influence, mischief on Facebook, obscure individuals continue sending messages or those with whom they are never again companions, they jabber like bothering (Chipkku), dread of maltreatment and provocation on the web, when I don't need them to be my companion, I square them, utilizing foul language and composing inept remarks on photographs and status, a great deal of labeling. One answer says, "I square individuals who appear to disturb me and attack my security, particularly young men who just annoy one on Facebook." This outcome demonstrates that women still have a similar dread in the virtual world. They have security wariness and different issues identified with women. She additionally feels the equivalent online provocation. In any case, it is vastly improved to give email ids than the contact number. Despina Cheema, a youthful female and ordinary Facebook client, says, "Without such benefits, individuals make counterfeit ids and badger women/young women, it is frustrating to utilize FB. This virtual space is unquestionably not by any means for women, yet we pick who can tag, post and get in touch with us."

The organization is significantly affected by long range informal communication destinations, visits and different applications through which individuals around the world can convey easily. The discussion and talk destinations enable women to take an interest and offer complaints in these discourses. The manner in which we imparted has changed a ton in data innovation. We used to share and talk about issues and issues in a restricted situation before. In any case, the developing new media innovation has given another type of correspondence in which each individual on the planet can talk. There are presently numerous who can tune in to any individual's issues and sentiments.

Thus, it very well may be said over all that in some sense yes new media has given women opportunity and she feels engaged to share her sentiments, feelings and considerations, which have not been given much consideration previously. Moreover, she isn't in charge of saying anything in light of the fact that the divider has a place with her. She has each opportunity in this virtual reality where she can include companions, speak with them and in some cases square them. It likewise demonstrates that she is as yet apprehensive in the genuine social set-up.

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Impact of Mass Communication and Classroom Learning: A study

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media can be utilized to structure instructional exercises in the classroom to gain attention of the students, to review what had been educated in the last class and present the topic of the present exercise. The substance of the exercise can be bolstered through audio/video introduction wherever possible, as this improves memory and review. The most valuable favourable position of media is that continuous information can be brought into the classroom, through which paramount information can be given on the exercise and related exercises, while evoking student's criticism on the finished exercise for surveying their comprehension and enhancing retention.*

Key Words: *Media, Mass Communication and Classroom Learning.*

INTRODUCTION

A subject can be learnt and maxed in countless ways. As per the changing social needs, educational capacities, changed desires and frame of mind of students; Teachers have kept on probing various methodologies and strategies. The terms 'approach', 'strategy' and 'procedure' are ideas that dove-tail into one another. An 'approach' is a group of propositions on what to realize and a hypothesis of learning. Communication can be characterized as an inclination to accomplish a dimension of ordinariness by sharing and involvement in the transmission and gathering of messages. Communication may include signals, language, culture, information, feeling, thoughts, interests and a lot increasingly cognizant, or involuntary activities. The motivation behind Communication is for the most part to inspire a particular reaction from an individual or explicit group.

Interpersonal Communication

Intrapersonal Communication

Group Communication

Mass Communication

Mass Communication requires some kind of a medium to transmit the message from an individual, group of individuals or association to an extensive and differing group of onlookers. The media licenses mass Communication and impacts Communication myriad way. Media empower creation, storing and transmission of content utilizing technological devices. Media that encourage mass Communication are Mass media.

Mass Media are delegated under:

Print – books, newspapers, journals, magazines, etc.

Recordings – gramophone discs, tapes, cassettes, CDs, etc.

Cinema – Film processing and creation of moving pictures early 20th century

Radio – wireless audio broadcast 1920s

Television - wireless video broadcast 1950s

Internet – digital communication from 1990s

Mobiles phones from 2000

Media as instructional guides facilitates technology appropriation and media as an instructional framework achieves mental change. Media have dependably been utilized in education, yet with changed achievement. Print media had been the best in the dispersal of education, to such an extent that it is practically difficult to envision training without books. Audio and audio video recording and broadcasting had been effectively utilized in education settings, particularly in separation training and educator preparing programs. They had huge use as showing helps and furthermore to break the repetitiveness of the lecture-based teaching and for rousing the students. Media are brain friendly. Film, radio and TV had a momentous effectiveness as broad communications. The TV helped much in the taking advanced education to each remote corner of the nation and had made an accomplishment of the separation instruction programs all through the nation. Much research has gone into concentrate the viability of media in

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educational setting and practically all exploration features their value as showing helps and inspirational guides, whatever be their weaknesses or imperatives. Human minds depend more on stimulus from environment for learning. Varieties in stimulus can be made with a media blend of audio and visuals and a socio-cultural learning condition can be made. It is very much recognized that 98% of all learning info is through the senses of which 87% is through visual and material methods. Thus, it is no big surprise that media by their very nature do promote education. Live showings are preferred recollected over pictures in a content and when learning is through experiencing, it is always remembered. The equivalent can't be said of tuning in to a lecture, which is really a dynamic ordeal.

Doing anything practically for use is the most solid experience, which can never be overlooked. The closest thing to this is the experience one gets in a test system associated a pilot or a space explorer; and the nearest to stimulation is learning through role play. At that point comes community-oriented learning and learning workshops and less recollected than this is watching a live demonstration. The learning forms at the highest point of the cone are hearing an address, which has the least understanding and memory maintenance among students. A lecture is the most conceptual type of adapting; nonetheless, its utility is that; a lot of substance can be conveyed to a major class of students in speedy time. As the adage goes, 'Tell me I will forget, show me and I may remember, involve me and I will understand' (Confucius, 450 B.C.).

Media can be utilized to structure instructional exercises in the classroom to pick up attention of the students, to review what had been educated in the last class and present the subject of the present exercise. The substance of the exercise can be bolstered through audio/video presentation wherever conceivable, as this upgrades memory and review. The most valuable favourable position of media is that constant information can be brought into the classroom, through which noteworthy information can be given on the exercise and related exercises, while inspiring students input on the finished exercise for evaluating their comprehension and enhancing retention.

From the 1920s onwards, audio and audio visuals were utilized in training and research, to such an extent that, by the 1990s TV was utilized broadly in Distance, Open, just as General Education. Mass media advances empowered Higher Education to achieve a more noteworthy number of individuals the nation over. Development of instruction is expanding alongside development of Mass media technologies.

Print media incorporates books, magazines/journals, newspapers, and so forth. Books particularly have been the most dominant of Mass media, some of which have changed the course of mankind's history and even with attack of additionally charming media; they hold their power in broad communications. Books stay fundamental for training and they advance to individuals of varying backgrounds, for information, motivation, joy and relaxation. English is principally educated at all dimensions, through books on composition, verse and dramatization.

Magazines are accessible on a variety of general subjects, the more well-known of them being excitement, sports, style and political. The fame of magazines should be abused by educational programs creators to break the dreariness of reading material exercises. They can be utilized as beneficial materials to augment the extent of the lesson and stimulate discussions on the concerned topic.

Newspapers provide information, in an exceptionally minimized way. They remain the most present and true; and are exceptionally valuable assets for the English language classroom. They contain reports, examinations, stories, book and film reviews, notices and letters; empowering educators to utilize them for vocabulary improvement, word reference utilization, perusing appreciation, linguistic learning, précis composing, decoding language style, basic reasoning, general information and some more. Various language ability advancement exercises can be structured around newspapers, for example speaking activities, outlining a news thing, gather dialog on a report, snapping a photo cut from the paper and think about what the report could be, order a pretend, in light of a story, and so forth. Vocabulary building exercises should be possible alongside perusing appreciation. Reading exercises – Students to skim and read worldwide, national and neighbourhood news things, test on where, what, when, why and how of the news read out, and so forth. writing exercises can be sorted out around, writing a letter to the proof-reader on the news thing read out, setting up a question and answer session on the board by dividing the class into two gatherings, getting ready news briefs, and so forth.

A wide scope of radio stations is accessible on Short Wave, Medium Wave and Frequency Modulation at some random time. An instructor can discover programs uncommonly communicate for educating Lesson. Programmes can be recorded and played back as indicated by the need of the movement planned. The educator needs to make audio copies of a news broadcast, etc., and return the exercises ahead of time to achieve the ideal learning results, which incorporates listening ability. Students can be

approached to think about the language utilized in the news broadcast with that of the newspaper, for a similar subject. Right articulation, intonation and pitch of the voice can be disclosed to the students and rehearsed with continued listening in. Listening in to a melody and translating and composing the verses can be an intriguing movement for the students, which additionally encourages them to comprehend maxims, slang and casual articulations. Radio animates the creative ability of the students, other than giving data and entertainment.

Likewise, with everybody, students also watch T.V. for entertainment and information. In any case, to utilize transmissions for language ability advancement, the students must be guided and prepared by an instructor. Students can be effectively roused by choosing a channel and program of their decision, which would then be able to be seen, recorded and re-played for activity-based language development. The selection of programme is huge and the instructor can easily urge and guide students to documentaries, debates, and so forth., which can likewise fill in as valuable material to a course reading exercise. Students can be made to look at the language utilized by various channels for a similar news item broadcast and differentiate, it with the paper language for a similar news. Documentaries on select points can be incorporated into the schedule and language learning exercises planned around them. English language learning programs broadcast explicitly for students can be recorded and played back. TV gives a loose and audiovisually rich learning condition and enables students to comprehend the authentic language utilized in the outside world.

Movies are inspiring than course readings and give a social setting to legitimate language. They fill in as magnificent showing helps, if the instructor readies an appropriate exercise plan and activities dependent on the equivalent. Full-length discussions, which have enthusiastic setting, increase attentive listening and thereby develop the listening skill of the students. Film strips or parts of film can be utilized to instruct numerous language capacities viz., welcoming, asking information, saying 'sorry', grumbling, and so forth., and go about as assets for understanding accents, vocabulary and grammar. Reading material can't give capacities, for example, these and classrooms can't give such vicarious, socio-cultural and conduct settings.

CONCLUSION

This paper study about conjectures that the English learning needs of the students can be gotten to through all around approved polls; and instructional exercises can be structured dependent on these. Be that as it may, while planning polls for need examination overview; socio-cultural desires and resources limitations for executing are proposed to be considered. Students', who seem disappointed with the conventional lecture technique for instructing, ought to be counselled on how they wish to learn and these necessities ought to be consolidated into the learning forms. This is conceivable, as we are in the advanced age, where computerized insight among the young age is genuinely well common and is well on its approach to be delegated a knowledge independent from anyone else, according to the criteria for recognizable proof of an insight, laid down by Howard Gardner himself. The students as well, become familiar with various computerized aptitudes through their social collaboration utilizing a huge number of 'applications' by means of their Internet empowered 3G/4G PDAs. In this 21st century, everything that can be digitized will be digitized and there is an 'application' for everything.

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Media and its Role in Women Empowerment

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Woman in India has dependably been considered as an instrument of reproduction or to be misused physically and subsequently never thought about anywhere equivalent to the males. Till date this reality ways out to such a degree, that a boy child is any day preferred over his partner. Discrimination and exploitation of women alongside destitution, coldness and denial of basics of life aggravate the inequalities that women are compelled to confront. Gender orientation correspondence is a prime human right enabling women to live autonomously with respect. The presentation to broad communications can help in picking up learning and change mentalities which will by implication help women gain opportunity at all fronts. Mass media goes for enhancing the personal fulfilment of the individuals who are undeveloped and marginalised, thus contributing to empowerment. With the present progressions in worldwide interchanges, the media has a bigger task to carry out in the empowerment of women.*

Key Words: *Gender, Equality, Discrimination, Freedom and Empowerment.*

The primitive depiction of a God 'ArdhaNarishwar' is half female (prakriti) and half male (purusha), thus clearly characterizing that both man and woman are equivalent in all parts of life. Restraint of women is an all-around practical truth, limited to the undeveloped countries as well as is similarly pervasive in developed nations as well. Women in India have cliché picture living with two contraries, simultaneously – *shakti* (control) the primordial infinite power, the wellspring of intensity itself and – the feeble, disastrous with no personality of her own. The dimension of improvement of women is diverse in various parts of the nation. This most likely is one more case of the truth that India resembles a snake whose head is in the 21st century and the tail in the seventeenth century.' From the long periods of *sati*, *devdasi* system and child marriages, to the ongoing years – women have experienced a significant change, similar to a torrential slide which laid frozen and static for centuries– yet is currently loaded with positive vitality and moving quickly.

An essential component for the achievement of gender equality is the strengthening of women. So as to accomplish this, the attention ought to be on giving more opportunity to women, to sort out their lives and furthermore to distinguish and decrease control power imbalances. Women' empowerment is accepted to be a dynamic procedure of individual just as collective struggle against the powers which smother and subordinate women. It complements a method of revamping of every single existing asset in the society, be it social, economic, political, scholarly or cultural. It demonstrates a change from a condition of frailty to one that perceives and fortifies women to take more noteworthy command over their lives. Women empowerment is to be accomplished by guaranteeing that women are profitable labour, they have equal right to work and property and right to life.

The Indian media, in its underlying 30 years after independence, disregarded women or just cantered around middleclass domestic issues. Be that as it may, in late seventies when women associations commenced developments, media constantly assumed a vital role in spreading data and thoughts regarding the status of women in the public arena and the need to enhance it. 'The critical job of media for transmitting the advancement data was very much seen in Seventh Five Year Plan (1985 -99). In this paper, the broad communications have been featured as, 'A vehicle of education and augmentation to limit the information gap between various target groups like youth, women, kids and weaker areas.'

As our nation is as of now encountering a communication transformation, the mass media's role of scattering social and economic messages to substantial section of society will additionally start the procedure of improvement in itself. Indian women being depicted as a more powerful gender can change people in general picture by getting entrance just as control to nation's methods for mass communication.

Media is a powerful operator of socialization. It constantly shows societal traditions. Media as a stimulant fulfils the information required by the people to augment their mindset and this data must be scattered undiluted. In the current world, the social, political and cultural course of the society is exceptionally affected by the information and communication. It just takes simply seconds for new plans to

achieve any side of the globe. 'Media and its offices, particularly a newspaper or TV channel is a living being renewed with every news cycles. Taking care of business, it holds a mirror to enable the people to see their identity, what they do and why their activities have outcomes. It systematizes complex marvels established in human expectations and struggles to help individuals, networks and the country to push ahead towards better day by day lives.' Media in obvious sense ought to be an accurate impression of the whole country. It ought to partake as a critical character in our present-day society. Media explains the basic structure of the nation and furthermore attempts to control by forming its example. In a democratic state, media helps in both political and economic improvement. It additionally conveys to see the general assessment of the kinsmen. The entire world is globalized and the Indian culture is likewise feeling the warmth. In this setting it ends up vital for the media to address different basic worries of the nation. There is a persevering uprising in this day and age of worldwide communication. With the coming of information innovations, the forthcoming presently subsists for the media to make a prominent inclusion to the headway of women. Media ought to unendingly mirror the commitment of women for their general advancement, rather than thinking about them as objects for stimulus and adornment. For the advancement of any country, the broad communications go about as a mechanism for social change. Media can without a doubt sharpen the general public and in agreement guarantee measure up to rights for women, and furthermore ensure that they are not treated as object of men. In this manner, media has a social duty as a reliability.

CONCLSION

This demonstrates certain that for advancements in any society, media assumes a pivotal role and fills in as an amazing instrument of social change. The quick extension of print and electronic media in twentieth century is responsible for letting the protected and detached women checked by old societal standards to know their rights and rebel against imbalance. The present decade is a conclusive time for Indian culture, as the country faces genderinequality whereupon the civilisation depends is disentangling with brave outcomes. To build a reasonable future, the psyches of the society should be refined, all issues concerning women must be comprehended and reacted. To live in a new global reality ofempowered women in allregards, a long stride should be taken by the media. The Indian media needs to respond emphatically to socio-cultural types of gender partiality. Media has the control and where-with-all to give enchantment multipliers to development causes.

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DIGITAL MEDIA IN LITERATURE: A TOOL FOR CULTURAL & SOCIAL DEVELOPMENT

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper widely aims at emphasizing the development of digital media in the field of literature and the position of literature in the age of digital media. There is a close relationship between digital media and globalization. From the early period, literature aspects have been published through the papers. But due to the globalization they are translated into digital formats, which is known as E-literature, expanded as Electronic-literature. Therefore, this paper strongly deals with the position of literature in the age of digitalization and the effectiveness of digital media as a tool for cultural and social development.*

Key Words: *digital media, globalization, literature aspects, e-literature, digital forms, age of digitalization.*

Introduction:

It is more essential to know about the usage of digital media in language teaching, particularly in teaching the literature. Literature becomes digitalization because of the globalization. There is a requirement to know about the cultures and heritages of others, which is followed by the various regional people in this world. This idea stimulated the mind and motive about the media in the mind of the scholars and educators. They used it to spread the own traditional values through literature via digital media as a weapon. This digital format is known as E-literature. Globalization is a process of integration, which aroused from the interchanges made by the world views, ideas and culture. The subject matters are represented under the mutual sharing.

Literature and Digital Media:

Literature and Digital media have close relationship with them. Literature defines not only the use of language, vocabulary and grammar rules. It is the mirror of the particular society. It reflects the life of the people. Each and every country possessing their own identity. That individuality shows them to differ from other regional people. In this place, why globalization occurred? What is the main purpose? Due to the development of relationship between the countries, the people desire to learn about the culture of others. Some groups tried to learn many regional languages. It results in translation of literature works. The major languages and its literature works got translated into digital format as E-literatures. These texts are spread over throughout the world and termed as globalization as well as Digital media.

Position of English in Digital era:

The position of English in Digital era is unchanged. English is being taught as the first and second language in most of the countries even today. Because it is known as the global language. It is also a reason for English to take part in the globalization. The language used in the digital devices is English. People believe that everyone should learn English and most of them have already learnt. New generations show interest in English learning to get a job opportunity. English becomes passion for certain group of high class people. They think that English speaking give them an enthusiastic experience and shows them unique.

E-literature:

Electronic literature, which is abbreviated as E-literature and also said as digital literature is a genre of literature encompassing works created exclusively on and for the digital devices. That means these writings cannot be easily printed or cannot be printed at all. Digital literature tends to require a user to traverse through the literature by digital setting. Making the use of the medium part of literary exchange. The several form of E-literature is listed down as:

- E-books, hypertext and poetry, on and off the web.
- A variety of animated poetry represented in graphical forms, for example flash and other platforms.

- Conversational characters, also known as chatter bots.
- Novels that take the form of emails, sms messages and blogs.
- Even the Poems and stories are generated by computers. It attracts the students interactively or based on parameters given at the beginning.
- Collaborative writing projects that allow readers to contribute to the text of a work.

Notable E-literatures:

The notable E-literature works published by the famous literary figures. These works are published through the digital media at first and got placed in the collections. Even they are published in the early period, they did not get popularity among the people. Those literary works are,

- “Afternoon, a story” (1987, 1990) - Michael Joyce
- “Victory Garden” (1992) - Stuart Moulthrop
- “Patchwork Girl” (1995) - Shelley Jackson

Benefits of E-literature in language learning:

Language teaching contains approaches and teaching methods. Globalization comes under the category of approach. Because there is no separate restrictions for the learning through the E-literature. Learner is completely free in the case of this kind of language acquisition. There is no guide need to learn through E-literature. Digital media, which is known as E-literature contributes much in teaching the various literary forms. The main aim of digitalization is to give victory to globalization. Attention of the learner can be easily attract by the colourful contexts of E-literature. The various benefits are discussed in the following points:

- A digital object created on a computer and usually meant to be read on a computer.
- Its history has been inextricably linked to and enriched by experimentation generating the literature, the visual arts, sonic art, performance, and cinema, and it is influenced by code and platforms associated with computer science.
- Electronic literature is a hybrid art form that requires its readers to utilize various sensory modalities, such as sight, sound, touch, movement, when experiencing it.
- Within electronic literature one finds many genres--some of them reflected in this exhibit, like hypertext poetry, hypertext fiction, interactive fiction, kinetic poetry, generative text, interactive drama.
- Burden of books can be reduced in this system.
- Projectors, slides, computer, radio, tape, movies, internet, mobile, tablets, screens are also the digital media in by which we can able to learn the E-literature.
- English can be taught through the various literary aspects in the form of the digital media.
- It creates much interest to the readers and makes them to show their complete involvement in the task.

Limitations:

- It would seem that e-learning is not suitable for individuals without the self-discipline required to complete all tasks independently.
- It would seem that e-learners should receive some type of e-learning training prior to enrolment to avoid any difficulties.
- We cannot able to read a single topic without paying the money. So that the language learning becomes paid in this way of learning.
- There is limitation in reading the e-text.
- Some of the content are confusing in E-literature. It can't be clarified at the same moment.
- It may not work properly if the internet facility is not good.
- It is also difficult when technical problem occurs in the task.
- It is not good for all the literary aspects. There are specified topics for the E-literature.

Conclusion:

From this essay the position of English in the modern era can be determined by the readers. The essential thing of language is its simplicity. The main purpose of learning literature is to know about the culture and heritage followed by the English people. English has this quality and attain a place of “Global language”. The various literary forms of English language can be taught through the modern digital media.

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This language signifies the process of globalization by converting the literature works into the digital formats. The aspires learn the language through this E-literature and develop the ideas to promote the language in this wide country.

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Efficiency of Social Media in Education

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *In current conditions, Social Media networks are generally acknowledged. About everybody who has Social media get to is associated with some sort of social collaboration utilizing social Medias. Social Medias presently offers its clients a ton of administrations. This paper contemplates how Social Media based life administrations are useful for instructive understudies.*

Key Words: *Social Media, Education, Students*

Social media is the social collaboration between individuals in virtual networks and systems in which they make, offer or trade data and thoughts. Andreas Kaplan and Michael Haenlein portray Social Media networking as "a gathering of Internet-put together applications that work with respect to the ideological and mechanical establishments of the Web 2.0 and permit client produced substance to be made and traded". Social Media networking additionally depend on portable and electronic advancements to make exceptionally intuitive stages that share, co-make, examine and adjust content created by clients. They realize noteworthy and expansive changes in correspondence between associations, networks and individuals.

Social Media networking systems are developing and consistently they contact huge individuals. Today, there are diverse kinds of Social Media networking. Websites and micro blogs, content networks and long range informal communication locales are a few arrangements. Social media based life is the reason they are presently mainstream in light of the fact that the accessibility of the Social media and the advances that assistance make this accessible to us, for example, cell phones, tablets, and so forth. The internet based life has such productivity in individuals. It might be great or terrible. This paper looks at the adequacy of internet based life in the field of training. The significance of this paper is that 89 percent of individuals with age cut-off points of 18-29 are a piece of every single social medium. What's more, understudies will every so often utilize Social media based life for training.

The Social media change the present age's method for considering. Understudies currently allude to the internet based life to get the data. There are a few questions about the avidness of the data on the Internet, regardless of whether it is the best vehicle for getting the data and sparing time. 59 percent of personnel concur that the intuitive idea of on the Social media and portable advancements makes better situations for learning. Social Media networking can go about as a correspondence medium among understudies and instructors utilizing the Social media correspondence administration.

For research purposes, internet based life are extremely compelling. As per Livingstone and Brake (2010), "person to person communication destinations, in the same way as other different locales on the Internet, are a moving focus for scientists and policymakers". In a wide range of training, Social media can be helpful. Kinds of Social Media networking, for example, Social media journals and substance networks assume a superior job in training. Networks of substance and web journals can go about as a computerized library. It can give valuable data and substance that the closest assets are not accessible. Visual and content data can be given by substance networks. You Tube like individuals from the Content Community furnish understudies with numerous instructive projects, which implies that it not just helps understudies. Sherer and Shea (2011) guaranteed YouTube expanded cooperation, customization and profitability. YouTube likewise enhanced the computerized aptitudes of understudies and offered the chance to gain from companions and take care of issues.

Social Media people group likewise assist understudies with educating themselves. They impart in a split second between the individuals. The Connected Educators inquire about backings and expands prior discoveries that dynamic cooperation in Social Media networks of training can give instructors, understudies, schools and areas noteworthy value. Social Media people group individuals assist different individuals with their insight by noting different individuals' questions.

Sharing through Social media is one of the approaches to make the data accessible. Average folks

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will share intriguing things. "Numerous bigger colleges have various records crosswise over various channels, which are explicit to divisions or schools (for example Twitter, YouTube, Facebook represents the medicinal school, English office, confirmation office, and so on.), and regularly the school's news administration or open undertakings office chooses data that could engage the more extensive gathering of people and offer it through the general college.

Social media social networking helps discover a school and enables understudies to locate a superior profession. "Research is vital to finding your best-fit school from Ivy Wise, and it's essential not to leave any unturned stone. While acclimating yourself with the site of a school and visiting the grounds physically in the event that you can, Social Media networking outlets are compelling devices for extra research. Outfitted with all conceivable data, you can make a school list that meets every one of your interests and needs!

Internet based life is likewise helpful for occupation searchers and vocation searchers. LinkedIn is an expert internet based life. Individuals utilize this Social media as a powerful employment chasing apparatus. Aside from LinkedIn, there are lot progressively proficient systems administration destinations; however it very well may be the biggest in different countries. The system LinkedIn is planned only for experts. It helps fabricate a superior vocation by associating proficient systems. It additionally empowers the client to show an expert exhibition comprising of work precedents and recordings and slide shares and so forth.

There are many negative perspectives to Social media, beginning from the absence of protection that is generally talked about around the world at the present time. One of the main Social media based life has as of late been blamed for trading off the protection and contact subtleties of its clients revenue driven making. Living in this the internet prompts a terrifying situation. The pulverization of genuine social agreement and life is one more of the alleged negative viewpoints. The ages previously the internet based life had a very satisfying and amicable public activity in which they had extremely great associations between their kindred creatures and nature, which has been absent since Social Media networking advancements. Today, youngsters commit their time and assets to the empty and frequently counterfeit connections embraced by these social monsters situated towards benefit.

As of late, there has been a deceptive chain of occurrences in India and many creating and created nations, with an assortment of social foundations, in particular the suicide of many record clients, particularly young ladies, ladies and numerous young fellows. The reason is that some not well disapproved of individuals play traps to swindle the internet based life square's less illuminated children. Numerous young ladies submitted suicide on the grounds that their photos were transformed and used to advance numerous grown-up items and furthermore counterfeit records for the death of characters. To put it plainly, internet based life extends a bogus picture of this present reality in which we live, making and molding a not well educated age of unreasonable, unenlightened individuals we call "Homo sapiens." This is argued in the court of mankind with due appreciation for the positive parts of this social marvel in this season of our adventure to wind up creatures of all the more socially edified scholars, masterminds and practitioners.

There are currently a ton of administrations and assets in the Social Media life. Such administrations and assets can be utilized by internet based life clients. This paper is utilized to ponder its adequacy in recorded instruction and it has been observed to be an extremely valuable device for training and past. Understudies can utilize communication administrations, blogging administrations, and aggregate administrations in their investigations and effectively look for schools and vocation openings utilizing Social Media networking.

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ACCESSIBILITY, LITERATURE AND TECHNOLOGY IN THE ENGLISH LANGUAGE CLASSROOM

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: Study of Literature has been proven as a great tool to approach English language and English culture. The general purpose of this paper is to discuss accessibility literature and technology in the classroom teaching. Reading of literary texts, can develop the students autonomy and independence. The use of authentic literary texts give learners the opportunity to connect real world issues at the time they can learn true values of life. Technology gets you closer to the language, culture as well as customs and it is always a way of learning how to write and spell correctly. Teachers should make literature interesting for students. Usage of technology has become an important part of the learning process in and out of the class. Technology is a useful tool to help and improve language learning. Technological method enables teachers to adapt classroom activities, thus enhancing the language learning process. Technology continues to grow in each individuals life as tools to assist academics facilitate learning for his or her learners. Classroom is the most accessible place where technology is highly utilized to improve learning. Literature can also be taught through technological ways, where students will be motivated to learn literature.

Key Words: Global language, Innovative, Teaching English, Teaching Literature, Media, Technology, creativity.

Prefatory:

Today, there are large number of people believe that literature is simply not important and underestimate its abilities to withstand the test of time and give us great knowledge. There is dishonour in society that implies one who is more prone toward science and math will be most successful in life and that one who is more passionate toward literature and other art forms will be meant to a life of low-paying jobs and unsatisfying careers. Somewhere along the track, the world has come to think that literature is insignificant. According to me, literature serves as a doorway to learning of the past and expanding of knowledge and understanding of the world. There are twosome reasons why literature is important.

First and foremost, literature is wide opener for our eyes and makes us see more than just what the front door shows. It helps us realize the wide world happenings in and around us. With this, we start to learn, enquire questions, and build our perceptions and instincts. We open our minds. Literature shows the carbon copy of man. It is a Mirror of society's cultural behaviour etc. Midst of many things, literature offers the chance to peep into someone else's life. It is the nosy aspect of reading which has led ,in recent years at least to the increase in the dominion of World literature, to quote if one happens to read Shakespeare's dramas like "Macbeth" ,King Lear, Hamlet, twelfth night etc. he or she would understand the jealousy friendship ,father -son love, father- daughter, brother-sister loveetc.

Literature is important - why art matters.

The study of literature is important because, at its most basic, increases reading skills. From this involved reading of quality literature, a student then develops their writing skills, as this two goes hand in hand. Literature is important in day to day life because it bridge people with larger truths and ideas in a society. Literature creates a way for people to record their thoughts and experiences in a way that is accessible to others, through dramatized accounts of the experience. Literature represents the survival of an clarification, ideas that are fixed.

Literature is vital for similar reasons, likewise art is important—it's a mirrored image of the globe as seen through the eyes of the creative person, or writer, as polyglot. Like art, provides solidification, a product, a symbol made tangible, and as a product intellectual, informs us, and sometimes the directions of our lives take. In this solidification, literature, art is like architecture, which having become tangible, become usable, functional but not in a merely effectivenessense.

Technology in Classroom teaching:

Technology is an effective tool for learners. Learners must use technology as vital part of their learning process. Teachers should use the mode of technology to support the curriculum so that learners can increase the true use of technology in learning their language skills. Modern century classrooms is a large diverse, underfunded and populated by students weaned on digital devices. Looking for a good return in education. As digital naïve students are immersed in newer technologies, both teachers and students. Technology enhanced learning; teaching has the potential to transform learning deeper. Students must be made to engage and connect with more varied and numerous activities. Students, using modern technological devices individually, can revise and experience genuine materials provided by a teacher either during classes, or at home. Not only to watch but to take part actively. Technology teaching can be attributed to their ability to organize routines, content and materials that are part of the traditional work of the teacher in the classroom. It makes students more concerned and happy with the results obtained. So both students and teachers should have an access to the variety of multimedia through different technology devices like new Education apps, various links etc. According to personal experience, interactive is very useful to improve the classroom teaching and can wake up learning initiative of the students and provide extra space to the students in learning method.

Technology has made personal reflections on the transformation of Education –Online teaching. Today computers are being used at home and increasing number of technological devices available to schools .Some teachers use computer for instructional purposes .while others use them for both personal and instructional goals. Technology use in Education is turning into an increasingly important part of higher and skilled education. Technology not only gives learners the opportunity to control their own learning process but also provides them with ready access to a vast amount of information over which teacher can control. We believe that the growth of computer Technology and information services can really help students at all levels sharing resource materials, collaborate with others and represent their ideas electronically. Teaching education can enhance classroom teaching by offering teachers the opportunity to integrate areas of study and bring practical and realistic to student learning in to theclassroom.

The advantage of using technology in English language teaching:

Technology is opening the new opportunities for everyone, like promoting creativity and effective learning. To use technology effectively requires an awareness of both the benefits and the risks. This in turn technology has created a world of dual side as both fun and potential dangers. The lucrateness of multimedia usage is considered vivacious, especially by the young generation of language teachers who understand, support and value the idea of technology in the classroom, on the divergent to the older generation which evaluates and underestimates its importance.

First of all, try to meet student’s individual needs and implementing variety of methods and approaches can be satisfied by introducing digital materials. It makes possible modification to individual expectations, interests or

needs of the language learners in the group. Such activities not only incite creative thinking, but also encourage students to practice the language in and out of the classroom. Students must be made to expose to the language practice in the environment in which they are comfortable with. It will help them to break the language barrier as they do not feel isolated anymore. Lessons can be personalized and directed outside the course material. Students gain an opportunity of facing the authentic language materials. They become exposed to the real world expectations and necessities connected to language skills, and therefore, they are more likely to meetthem.

These days, students are more familiar with the way of collecting useful information and materials, nowadays, the majority of them uses devices like smart phones, personal computers, and tablet computers, educated related software & apps at home. Furthermore, students are more eager to learn and they can stay focussed longer during the class hours, because the variety of materials available prevents students from the feeling of dullness and boredom. What is more, their sphere of interest broadens as a result of being exposed to different fields and aspects of living. Their learning process becomes more efficient and self-directed. By browsing the Internet at home, students develop their own pace of language learning and uses supplemental teaching platforms which help them to revise and consolidate theirknowledge.

To conclude using of modern technology in the classroom allows students to develop abilities needed in their present & in future workplaces too. They acquire sensible skills such as research and critical thinking that are essential in the twenty first century.

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English language –literature and its influence in classroom:

“Literature simply adds to reality, it does not simply describe it. It enriches the mandatory competencies that standard of living needs and provides; and in this respect, it irrigates the deserts that our lives have already become” C.S.Lewis (British Scholar and Novelist, 1898-1963).

Since English has become an international vital language, more and more people are studying it. “The study of literature permits people to develop new concepts and ethical standpoints, and might facilitate people to gift themselves as educated members of society. Studying literature can be enriching, eye-opening experience” Traditionally, the role of Literature was not taken into consideration in English Language Teaching programs due to the importance given only to functional language. Today, Literature in second language classes includes a vital linguistic input for college kids and it's a valuable supply for learners' motivation. Usually, students who study only English Language emphasising on reading and writing skills, English Literature can introduce students to a range of aspects, not only of the English Language but also of the English culture.

Teachers are the Foundation to reach students through literature, trying to attract them to this field that can be interesting to everyone. Teachers should consider that they are the one who can make students get closer to Literature so that students can realise that it is not as abstract as they think, trying to avoid their frustration. Also it is useful to have literary texts and their analysis easier made for students.

Stratagems For Teaching Literature In The 21st Century

- Combinations of media–classic and modern together can make teaching more effective.
- Give emphasis to the importance of instructional materials by uttering that "the purpose or need of charts is to present visual ideas or concepts which are likely to be tough to understand if presented in oral or written form". Through posters, students develop useful learning experiences, photograph, magazines, and pictures are useful instructional materials. Flat pictures with key notes motivate the study of new topics and it is used to communicate basic information and most importantly to evaluate students' achievement before or after instruction.
- Let Students explore & Play what are taught in and around Classroom.
- Follow RAFT method, Roleplay, Audience, Accent, Format, Flip chart and Topic/Tone/Theme.
- Use a theme focus to design units, assessments, project-based learning–whatever activities do in students 'touch.' One of the trademark characteristics of classic literature is that it endures.
- Replace traditional analog media. Flip charts, Film clips and audio files can also be used.
- Handle with good plan for questions, create a wonder wall in classroom in teaching
- Create social media-based reading clubs. Let students create and produce an ongoing podcast or YouTube channel on, as above, relevant themes, authors, texts, and innovative ideas

Conclusion: As Quote of C.S.Lewis “you can't go back and change the beginning, but you can start where you are and change the ending. The study of literature can provide students with a fresh and creative angle with which they can approach their teachers for enhancing their knowledge skills. Literature make students learn about their creativity and imagination, interacting with in text themselves and playing different literary roles. The use of authentic literary texts gives learners the opportunity to connect real world issues at the time they can learn value for their lives. Technology Connect the old with the new in authentic ways to centre the knowledge demands of modern readers.

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NEW MEDIA AS A KNOWLEDGE SHARING TOOL FOR LEARNING

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *New Media is extensively using in personal and business field, but in the computer mediated world especially in the 21st century New Media in education has received more attention particularly in the arena of teaching and learning. New Media provides effective and competitive technology tool for knowledge sharing .New Media act as a medium among the students to enhance their professional skills like interaction, knowledge sharing about the subject matter that happening in and around the classroom. It has improved the educational field through information sharing, continual updating, upgrading the facts etc., this things create a great changes in the learning process. Social networking sites act a platform for knowledge sharing especially as a tool in the learning process among the learners or educators. This is an attempt to show the role of New Media in knowledge sharing specifically in the process of learning in the Education field.*

Key Words: *New Media, social networking sites, knowledge sharing, education, learning environment.*

New Media in Education

In Modern world Education is measured as a backbone of individual and socio economic improvement of a country. Education took different elegance and forms than before with the help of technology through internet revolution , Today traditional method of learning process have shifted to electronic and digital technology to great extent. New Media technology is a substantial innovation that has progressed from the outmoded media through inventive features. Today New Media skill has creating the education area as more reasonable responding to the globalization. New Media technology helps the students to explore their ideas, interests and curiosity on a global level.

New Media Knowledge Sharing as a Tool

New Media broadens the student knowledge by facilitating interaction, community learning, exchange of thoughts and ideas .New Media create a positive impact on the learning process slightly than just a tool for information sharing (Education without borders-2013).students not only used the New Media to connect with their friend and relatives but it also help them to develop the knowledge seeking attitude and to involve with active participation in the society.

Societal Learning

Social Learning is important for both teachers and learners, Learning has evolved from a practice taking in the physical world to computer technology mediated learning system .The traditional value of face-face discussion is substituted by social networks and also in the same way it brings the distance learners tend to be connected socially thereby enhancing their social learning environment and involvement. According to (Diana Laurillard's) design of education model state that student learning process may be mediated through the following interaction.

- Interaction between Students to Students
- Interaction between Students to Teachers
- Interaction between Students to World.

New Media Learning Tools

New Media with numerous types like blogs, Wiki, social networking sites like Facebook , Twitter, Myspace etc., video distribution files like You tube, micro blogs are used as learning tool to share knowledge and information .This social networking sites have prompted the capability of discussion and analytical thinking among students and educators. In education field social networking sites act as a complement for books and classroom teaching. Now-a-days social media in education has received more attention especially in the field of teaching and learning ; it is not just a source of knowledge sharing but also a bridge to communication. Social networks in the society unite the people with different opinion and experience

together by sharing the information ,update ,pictures and occasions etc., these online communities help the student as well as the learners to interact with each other over the internet.

According to

Lee ,McLoughlin (2010) state that online network enables the learners and mentors to present themselves in the online environment to stay connected with one another this enables them to take part in the group learning process.

Literature suggests that online networks promote the educational platform that enables the learners to share their ideas, to create products, construct identity, and to receive the online feedback. Even 59% of faculty members agree that interaction through online increase the learning ability and skills in educational field

Communication Channel

Communication through physical or electronic is a part of everyday life, student's successful learning experience depends on various things one of them is communication via New Media, it helps the teachers to understand the student's problem, anxiety, and misperception and so on and also helps to learn rapidly at high level. If no proper communication takes between the teachers and students take place both learning and teaching become more difficult .Facebook, Twitter, and Myspace act as a backbone for communication between teachers and students , and also within the students. This student and teachers interaction helps them to solve the learning related complications and solve them in a short period of time.

Collaborative Learning

New Media act as a tool for collaborative learning process and serve as a platform to share ideas and information. According to (Ingram & Hathorn) collaborative learning include three distinct features such as

- Partaking
- Interface
- Fusion

This learning process not only takes place on individual ,but it actually means working together on task or project, the online learners may be student or educators or any-other person in the communal can generate their own learning process to achieve the benefit of shared knowledge. It also creates a bridge between the students and teachers for collaborative learning.

Really Simple Syndication.

It is common factor of New Media websites it permit all websites and blogs to allocate their updates and a self-motivated content of different manipulators .students can subscribe them for free to access many information instead of visiting the specified website frequently(e.g. Goggle Reader).

Media in society is group into three sorts such as

First Sort - Facebook, Twitter and Myspace.

Second Sort –You Tube and Digg.

Third Sort – Blogs, Tumblr Goggle Docs, Wiki and WordPress.

Blog as a Motivational Tool for Learning

A blog (a contraction of the term “weblog”) is a type of websites, frequently retained by an individual with systematic entries of commentary, portrayals of events, or other material such as pictures or video. Blogs are web based logs and bulletins which served as a platform for users to share their ideas, thoughts and opinion it a provide chance for learners to reflect, comment, to ask question ,to review a particular topic which is usually updated on the regular basis with the entries displayed on the chronological order (Pinkman 2005:13).Blogs play a vital in education it helps the students to enjoy the habit of using the English outside the classroom as well as during the Class time. This process brings out the changes in transformation of traditional classroom teaching into learning outside the classroom through technology in the computerized modern world.

According to Vygotsky's theory (Ferdige,2004).state that Edu blogs offer students the chance to share their ideas in a social plane .The ability to mention on these ideas permits individuals to d post apartake in social construction of knowledge and sense meaning making it also allow the students to look back their archivend reproduce on what they have inscribed and comment provided by the peers or teachers in the field of education .The Literature suggests that blogging can be used positively to enhance the teaching and learning process Blogs serves as another information technology tool to enables learning,

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learning will only be effective if the students are given proper instructions on how to generate a good post, what information to embrace in a good post ,how to give comment and respond to a feedback given to the post(Wood,Burner&Ross,1976)

A Supportive Role of Facebook

Facebook act as supportive and interactive tool in many fields but in education Facebook is one of the new trend for learning and teaching , it is equipped with distinct features like timeline, bulletin board, assigning files, copying applications etc., Facebook groups create a learning environment for the learners to develop the language skill and also helps them to learn about vocabulary, syntax, and mechanism of English language.

Teachers may also open a Facebook page to make the class declaration, to discuss about projects and assignment , to share extra material it create a new learning platform and experience for learners by enjoying the habit of using English outside the classroom as well as during the class time . This New Media trend transforms the class room teaching into learning outside the classroom.

Mobile Learning Environment

Mobile learning used as a New Media tool by using mobile network and tools , by expanding digital learning channel, and to share educational service, educational information with teachers anywhere at any time. In traditional learning method learners have to wait for two days or weeks to get the feedback from the teachers or peer group now mobile technology allow the learners to point out the problems regarding the subject matter within a short span of time. Information shared by the mobile devices are quicker, reliable and low cost than substitute channels in society. Educators and learners used the mobile technology in high scale to improve the communication skill and to share the information in the field of education. students use their mobile phone for various learning purpose like copying files, to create power point for learning, to send the short email messages etc., it is easily manageable by students and also it provide sufficient support for standard internet technology.

Media in Literature

Media play a vital role in reading literature books through online; Media has made it stress-free for people to discuss about the books and literature. Book Twitter, Book blogs, Book tube all this sites are used to share the book we love and dislike to others trough out the world. Media also help the language learners and educators to develop their listening, speaking, reading and writing. To develop a English language podcasts is consider as tool for learners to listen anytime, anyplace to improve the listening skill. Elementary podcasts by the British council and Luke's English podcast are the standard one to learn English Language. Communication through the social networking sites provide a platform for Learners to develop the speaking skill most revolutionary technological encroachment has shaped the society in the form of conversation and communication through Skype and Facetime. Teachers and students used the video-conferencing sites to share the information about subject matter happening in and around the classroom. Online reading helps the learners to enhance their reading habit. Technological development like iPads, Tablets is used in a effective way to improve the reading habit of learners. Writing trough online help the learner and educators to develop the writing skill .Tools like dictionary and thesaurus help the writers to expand their vocabulary,spelling and grammar and it is used to categorize the error and rectify them within a short span of time.

Conclusion

Knowledge sharing through the social networking sites creates tremendous changes in the learning sphere it has widened the educational world through the students learning process and active partaking in the society, New Media provide a great platform for students to enrich their quality as a future citizen of the competitive world.

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ROLE OF MEDIA IN EDUCATION

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media is a medium of communication and it helps the people to know and learn the happenings of the world as soon as possible. It is very purposeful to know the collective information's for all kinds of people; especially in education it plays a vital role. Through media, the students and scholars or learners can get their essential materials or information's on their subjects. This paper shows that the role of media such as Mass media and Social media in education. The main means of mass communication like broadcasting, publishing and the internet regarded collectively. The main feature so social media is connectivity, that is much needed in learning. On the whole the media play a crucial role in education and it is one of the main reasons to the fast development of educational society.*

Key Words: *Media, Communication, Education, Internet, Mass and Social Media.*

INTRODUCTION:

Media is the collective communication outlets or tools used to store and deliver information or data. It is either associated with communication media or the specialized mass media communication media. Media is an umbrella term for the different kinds of mediums that enrich us with knowledge, and vital information. It is the circuit that runs through society, in the form of visual, print and audio mediums, namely televisions, newspapers especially magazines, tabloids and newsletters then the radio and the internet. These mediums play different roles in education to improve the knowledge of the students.

ORIGIN OF MEDIA:

The term "*medium*" is defined as 'one of the ways or channels of general communication in society', which is mass media such as magazines, newspapers, radio, television, books etc. The beginning of human communication through designed channels that is not phonation or gestures but it is from cave paintings, drawn maps, and other writings.

The Persian Empire played a vital role in the field of communication. It has the authentic mail or postal system, which is said to have been developed by the Persian emperor *CYRUS THE GREAT* (C. 550 BC) after his conquest of Medes. The role of the system as an ancient intelligent assembling apparatus is well documented, and the service was called as '*angarie*' a term that in time turned into a indicate a tax system. The Old Testament (Esther, VIII) makes a reference of this system; Ahasuerus, King of Medes, used couriers for communicating his decisions, orders and other information's.

The word communication is derived from the Latin word or root 'communicate'. The Roman Empire devised this system communication as a mail or postal system in order to centralize control of the imperium from Rome. This is allowed for personal letters and for Rome to gather knowledge about their widespread states or provinces. More advanced systems later appeared in the Islamic caliphate and the Mongol Empire during the middle ages.

The term media in its modern application relating to communication channels is traced back to its first use as such by Canadian communications theorist Marshall McLuhan, who stated in counterblast(1954). The media are not toys; they should not be in the hands of Mother Goose and Peter Pan executives. They can be entrusted only to new artists, because they are not forms. By the mid-1960s, the term had spread general use in North America and the United Kingdom.

PRINT MEDIA (Newspaper):

The newspaper is one of the famous medium to spread the information in the nooks and corners in the world. Content in newspapers will slightly differ to that in magazines, tabloids and newsletters. These mediums serve the purpose of showcasing advertisements, news or entertainment related information to audiences. The first Printing Press was set up in England by William Caxton in 1476. Newspapers are a worldwide medium that have been around far back to Julius Caesar's time, in the form of government bulletins. With the industrial revolution, newspapers are made possible to print and were used as a means

of communicating in the year 1814, which kick started journalism.

ELECTRONIC MEDIA:

In the last century, a revolution in telecommunications has greatly altered communication by providing new media for long distance communication. The first transatlantic two- way radio broadcast occurred in 1906 and led to common communication through analog and digital.

- Analog telecommunications include some radio systems, historical telephony systems, and historical television broadcasts.
- Digital telecommunications allow for computer- mediated communication, telegraphy, and computer networks.

MASS MEDIA:

The study of societies would not be complete without realizing the significant contributions that the mass media have over the people that compromise these societies. If anything, the mass media is often regarded as an important contributor to social and political life for the very reason that it is capable of relying information regardless of geographical positions and other factors.

With its capacity to secure an unbridled culture of information sharing, the mass media is no doubt indispensable in terms of communicating values and other cultural concepts across generations. It is then important to note that the mass media occupies information and influencing decision and opinions on various issues. It is still important, however, that the mass media and education on different levels.

Firstly, when one discusses the mass media, one would often focus on the technological tropes that essentially define it. We can then define the mass media as aggregation of technological forces that make possible the transference of information. Hence, it is not enough to define the mass media as merely "news" or the entertainment industry. Instead, we should look only at the channels that compromise the whole.

Education, on the other hand, is one aspect of society that is as indispensable as material resources. Education after all is the transference of competencies, skills and talents to succeeding generations, thereby maintaining the transfer of essential knowledge which plays a significant role in societal progress. The progress is never possible if it were not for education.

The defining features of both the mass media and education is boiled down to the fact that both facilitate the exchange of ideas from past to the future, with the present being the conduit. In this respect, we can begin to see the important relationship that education and the mass media both share. And considering the rate at which technology develops, we will also observe how dramatically the systems of education evolve. Mass media in fact is not directly involved in shaping public consciousness; but it is largely involved to framing discourses can take. The development of media tools has considerably impacted classroom instruction as educators are provided a plethora of materials which they can access through multiple channels.

ROLE OF MASS MEDIA IN EDUCATION:

The education of our children has always been emotive and when the mass media is added to the mix, volatility is inevitable. Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes anarchic scenes, there is a lot about which to be optimistic and hopeful.

Traditionally, the mass media and education enjoyed a love- hate relationship. On one hand, television and newspapers particularly, have provided extensive and useful education content. On the other, however, their newsrooms never seem to hesitate when controversy years its ugly head.

In theory, it is absolutely vital for the mass media to keep an eye on the way in which governments administer and develop education, but it has to be said that in this day and age of a battle for survival within the mass media industry, the watchdog does tend to become somewhat rabid at times.

SOCIAL MEDIA:

It has gained credibility over the years as a trusted source of information and platform where organizations can interact with audiences. The purpose of social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient.

Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, students can incorporate social media plugins that enable sharing and interaction. Students benefit from online tutorials and resources that are shared through

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social networks by some learning management systems.

ROLE OF SOCIAL MEDIA IN EDUCATION:

There is valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purposes. Social media is also a medium of collecting information's center where students can gain their knowledge and can establish beneficial connections for their careers.

1. Connection with educational experts:

Social media helps the students to make connection with the experts on topics whatever they need. The great thing about using social media is that the students or learners can learn who the experts are in concern fields and subjects. When following these experts there is an opportunity to learn more and gain usefully content about the specific subject from them, and this empowers to produce great results. Social media has the ability to broaden the perspective on various topics and gives illuminating, instant content that is new.

2. Communication with the institution:

Social media is useful to the students or learners to have direct communications through Medias. Learning colleges have the ability to connect with students through social media networks such as Google plus Groups, YouTube, and Facebook. These channels can be used to communicate campus news, to make announcements and provide students with valuable information. This builds engagement between the college and the students which help to tackle many student issues through the group interactions. Video is a prominent tool in social media trends that are effective and can use it to share useful videos that inspire students and help them in their course subjects.

3. Research papers:

Social media is very purposeful to the research scholars to accumulate and produce useful for their research. Whether the students are working on their assignments, projects or trying to gain more insight on a subject, some of the best information and results can be extracted from social media.

4. Social credibility:

Building a brand through the social networks can help students build a portfolio for their career. The platforms can be used to start sharing work while a student is still in the learning space. This is beneficial to launch of a student's career it demonstrates the learning process has developed through the social media.

According to Muntinga, Moorman and Smith (2011), social media websites such as Facebook, YouTube and Twitter provide unlimited areas for online users to learn, interact, express, enhance, and share and create content about whatever the users need at a time.

Social media is defined by Kaplan and Heinlein(2010) as " a group of internet based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user- generated content". The main features of social media are connectivity in learning. The collective information's can be posted and seen by the internet users and this service is a source of spreading information instantaneously to numerous types of audience regardless of time and place. Students especially those who are in higher class, find more purpose in social media is not mere a source of information as well as a bridge of interaction.

Media could be used for store and spread information about global education, online interaction and collaborative learning, improvement of interest in learning, communication around the world, research, information catalogues and innovation in the modern world. This paper concludes that a media is very important in the society as well as its role is vital to the educational department. Most importantly, the students can gain knowledge from the internet and at the same time they learn so much many things which should be avoided. The main thing is to avoid unnecessary issues from media and make it useful as possible.

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For Effective Use of Audiovisual Aids in Education

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper makes the strong claim that for multimedia to have any significant effect on education, the educational multimedia applications must be designed by the teachers of those classes. The arguments supporting this claim are presented in the headlines: curriculum, software, hardware and evaluation. The paper begins with an introduction discusses what is a multimedia and a multimedia authoring tools and describes some typical areas of multimedia application development. Finally the paper ends with the action plan and concludes that we must and need as educator to create our own multimedia applications if we really want to make use of the multimedia applications as an effective tool in education.*

Key Words: *Education, Learning, Multimedia applications, Software, authoring tools*

Since instructors began utilizing PCs in the classroom, analysts have endeavored to evaluate whether the utilization of instructive innovation has a noteworthy and solid effect on understudy execution (Clark, 1994; Kozma, 1994; Tennyson, 1994). Scientists have understood that innovation can't be treated as a solitary free factor and that understudy accomplishment is estimated not just by the execution of understudies in government sanctioned tests, yet in addition by the capacity of understudies to utilize higher-request thinking aptitudes, for example, Critically considering, breaking down, making inductions and taking care of issues (Means, Blando, Olson, Middleton, Middleton, M). Making a decision about the effect of a specific innovation requires a comprehension of how it is utilized in the classroom and what realizing objectives the teachers included have, learning of the kind of appraisals used to assess enhancements in the accomplishment of understudies and an attention to the mind boggling nature of changes in the school condition. The issue in instruction is never again whether innovation ought to be utilized in schools. Rather, the present spotlight is on guaranteeing that innovation is utilized viably to make new learning chances and advance the accomplishment of understudies. In any case, training innovation alone isn't and will never be transformative. It requires the help of teachers who incorporate innovation into the educational modules, adjust it to learning goals for understudies and utilize it for submitted learning ventures (Carlson 2002). Sweetheart Hammond and Berry (2005) recommend that "educators must coordinate the chances of the developing mechanical framework into their general educational modules thinking so as to achieve far reaching change" (P.199). The educator's job in the classroom is a key factor in the full improvement and utilization of innovation in schools (Trotter, 1999).

At the point when instructors utilize the gathered learning of the conditions in which innovation underpins the wide meaning of understudy accomplishment, they can settle on educated decisions about which advances best meet the particular needs of specific schools or locale. They can likewise guarantee that educators, guardians, understudies and individuals from the network comprehend the job of innovation in a school or area and how it is surveyed. At long last, the interests in innovation can be supported.

Sight and sound alludes to the mix of at least two diverse data media in a PC framework (Sethi, 2005); (Mayer, 2001). Content, pictures, sound, video and movement can be incorporated. Vaughan (2011) characterized sight and sound as a mix of content, photos, realistic workmanship, sound, movement and video components.

In this specific circumstance, mixed media can be viewed as a mix of some type of PC content, designs, sound, activity and video. It winds up intuitive interactive media when the client has some power over what is introduced. Mixed media shouldn't be intelligent, for instance, an instructional exercise can just include the section of the understudy to the following screen straightly. On the off chance that the understudy influences the instructional exercise, the instructional exercise would wind up intelligent, for instance if the response to an inquiry was resolved which screen was straightaway (Vaughan 2011).

You ought to be extremely clear concerning why you need to create it and what you hope to pick up from it before you produce any application. Set aside opportunity to discover what other courseware is accessible in your field. Suitable courseware may as of now be accessible or you can adjust comparable

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courseware. Changing a current program or utilizing an instructional exercise shell fundamentally diminishes the required programming exertion and can give you a decent quality UI that has just been tried and assessed by understudies.

Any product or programming part gathering that creators can use to make or adjust media content for different clients is an interactive media composing apparatus (Sethi, 2005). Vaughan (2011) characterizes creating instruments as "These product devices are intended to oversee and associate with individual sight and sound components" (Vaughan 2011, p.2). A writing framework is a program that permits a non-developer to effectively make programming with programming capacities in the advancement of instructive programming. The programming capacities are inherent, however taken cover behind catches and different instruments, so the creator need not realize how to program. Numerous illustrations, cooperation and other instructive programming needs are for the most part given by writing frameworks. Sethi (2005) isolated into three classifications as indicated by the illustration used to grouping or sort out interactive media components and occasions.

1. Card or page based tools
2. Icon base, event driven tools
3. Time base and presentation tools

Contingent upon the media instructive application to be produced, which data is to be transmitted, who the group of onlookers is and how much collaboration there is between the application and the client, a reasonable apparatus can be chosen. Sight and sound applications for instruction can be partitioned into four ordinary interactive media applications for training:

- Text-Based applications
- Interactive applications
- Web applications
- Mobile (Smart) phones applications

One of the imperative capacities of the CMS is its help of hypertext, which enables clients to move rapidly starting with one page then onto the next with the snap of a catch. There is a huge abundance of data accessible on the Internet, and adding to this collection of data is, fundamentally, giving mixed media access to data.

One of the genuine disadvantages of this web innovation is its sloppiness. There is a colossal measure of data accessible, however discovering data you are keen on can be troublesome. On the off chance that a sight and sound application is to be executed with a topographically different, scholarly group of onlookers as its beneficiaries, this innovation is truly reasonable.

Data is made open on the World Wide Web utilizing an increase language called HTML (Hyper Text Markup Language). This language gives the regular convention to giving rich-organized content, implanted illustrations, sounds, films, and hypertext. All the more as of late there has been the improvement of picture guide, and structures round out innovation. Picture mapping enables chosen districts on a picture to contain connect which, when clicked, take the client to another report. The round out structures work permits client criticism through fields, catches, and drop-down menus. This data is transferred to the beginning server where it is accordingly handled. To furnish records on the Internet with these capacities requires setting up a World Wide Web server, and creating reports in HTML. One of the enormous advantages of this framework is that a client can assemble data for nothing out of pocket, as long as Internet get to exists. The expense to the data supplier is simply the equipment cost of the server, and the time gave to making and refreshing HTML reports. This is rapidly turning into the standard technique for giving numerous sorts of data to a wide-territory group of onlookers.

Hurricane inquire about gathering characterize cell phone as an electronic broadcast communications gadget that can make and get phone calls. It associates with a remote interchanges arrange through radio wave or satellite transmissions (Gale Research, 2008, p. 658). These days, notwithstanding communication, cell phones bolster a wide assortment of different administrations, for example, content informing, MMS, email, Internet get to, short-run remote interchanges (infrared, Bluetooth), sight and sound applications, gaming and photography. Cell phones are likewise used to play a wide range of interactive media, for example play sounds, see pictures and watch recordings. Cell phones that offer these and increasingly broad registering capacities are called advanced mobile phones. Portable Applications are the product that keeps running on a cell phone and plays out specific assignments for the client of the cell phone. Applications may incorporate Games, Web Browser, Camera, Media Player, Social Networks, Calendar, Calculator, Image Viewer, and so forth. There are numerous Mobile interactive media composing

device empowers non-software engineers to manufacture and to make instructive sight and sound introductions for the distinctive handset gadgets: Nokia, Samsung, LG, RIM and Apple gadgets (iPhone/iPad).

Emantras, an organization that creates on the web and portable instructive devices, has formally propelled Mobl21, a stage for making, overseeing and appropriating instructive substance to the web and cell phones. Mobl21 is an instructive application made to encourage portable learning by supplementing current learning techniques. Accessible as a versatile application, work area gadget or web application, Mobl21 furnishes clients with access to adjustable learning material, which can be gotten to anyplace. Mobl21 targets singular understudies and educators, just as foundations like schools and colleges. Each record enables clients to make instructive content like investigation guides, streak cards or tests, at that point deal with the substance to explicit gatherings and, at last, distribute it to cell phones or informal communities. Another case of a Mobile interactive media creating device is Wapple Canvas. It is a structure and distributing stage, empowering the improvement of exceedingly utilitarian, imaginative and versatile instructive portable sites.

For the vast majority of us working at little instructive establishments (Schools, universities, instructive focuses) where assets are few, cash is rare, time is restricted, and proficient interactive media engineer group is for all intents and purposes an inconceivable accomplishment. "The improvement of instructive interactive media unavoidably requires the dedication of considerable measures of time and cash. Both are ordinarily hard to find in instructive foundations." Albion (1999, p.9).

Without a set number of gifted colleagues, we need to settle on a choice: should we reject planning media applications through and through, or should we attempt the troublesome test of gaining a few of the fundamental sight and sound abilities. Research has appeared Different understudies adapt better in various courses; there are visual students, material students, and sound-related students. Likewise, extraordinary subjects and points are frequently more reasonable when educated in various ways. The utilization of a few media of guidance encourages the development of data from transient memory into long haul memory (Pashler, McDaniel, Rohrer, Bjork, 2008). A few understudies do well with the dependable strategy for direct guidance, yet most of understudies don't. To achieve most of understudies, the educator needs to make an assortment of learning encounters. Thomas B. Corcoran (1995) puts it thusly "To meet these new desires, educators need to extend their substance information and adapt new techniques for instructing. They need more opportunity to work with partners, to fundamentally look at the new norms being proposed, and to modify educational programs. They need chances to create, ace and ponder new ways to deal with working with youngsters "(p.2).

The first and most oversimplified path is to utilize innovation and interactive media applications to enhance classroom guidance. Innovation and sight and sound applications will help satisfy these needs by enabling understudies to communicate with data inside an alternate medium. A teacher associated with sight and sound applications advancement faces two noteworthy issues. The first is the reason we have to utilize and make interactive media applications? Also, the second includes how might we structure media applications? I should state immediately that I won't examine this second issue here. The solid case of this paper is that for interactive media to have any huge impact on instruction, the material encouraged must be structured by the educators showing these classes. The contentions supporting this case are introduced underneath.

The first and most clear issue for inventive work in interactive media is the manner by which to incorporate such work into the present structure of the national educational programs. As per Bloom's Taxonomy, as youngsters travel through the chain of importance of learning, their examinations ought to continuously move towards creating more elevated amount thinking aptitudes (Anderson, Krathwohl, David, 2001). As indicated by Andresen and Brink (2013) Multimedia applications can encourage this procedure when incorporated inside the current educational modules. The times of investing hours pondering through over twelve printed version books searching for data for an examination venture are deserted our day. With Multimedia applications, understudies can move their concentration from obtaining data to the undertaking of hand - amalgamation, examination and introduction of data. The two jobs of the instructor and understudy have changed significantly in the course of the most recent 25 years. In the customary model of training, the educator was in charge of spreading data to understudies. The understudies' essential obligation was to expend and hold the same number of the statistical data points as they could."Instructors get new skills and new jobs in a sight and sound learning condition. Other than having a wide information base, educators bring to the table instructive direction and supervision by

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moving, inspiring and directing understudies as they continued looking for information "(Andresen and Brink, 2013, p.13).

The best understudies were the individuals who could retain and spew data in an assortment of arrangement composing papers, oral reports and tests. In any case, we have as of late found that these sorts of aptitudes don't generally set up our understudies for their expert lives. For an understudy to be effective in the present occupation advertise, they should almost certainly survey and break down data, not simply remember. Organizations are searching for autonomous masterminds, not thoughtless robots. Instructive Multimedia applications are not, and will never be, transformative all alone. It requires the help of instructors who coordinate Multimedia applications into the educational modules, adjust it to understudy learning objectives, and utilize it for connected learning ventures. As educators, we should understand this reality and modify our educational programs as needs be.

One boundary to mixed media mix is the trouble numerous instructors face in finding and utilizing suitable programming for guidance (Glenn, 1997). Instructors at beginner or apprenticeship phases of innovation combination may require direction in finding sight and sound programming and Internet locales to help the school's learning objectives, either in light of the fact that they are new to these media or in light of the fact that they feel overpowered by the bounty of programming available and destinations on the Internet. Instructors may do not have some close to home aptitudes and time to make great choices about what specific applications or destinations have the capability of fortification the learning objectives. (Glenn, 1997). This can make media mix an unnerving prospect.

As indicated by (Glenn, 1997) Finding and utilizing the correct programming or courseware for guidance is a troublesome undertaking. The quantity of amazing media applications has expanded, and there is a more extensive assortment; in any case, it requires a comprehension of how it is utilized in the classroom and what realizing objectives are held by the instructors included. Regardless of whether instructive mixed media ought to be utilized in schools is never again the issue in training. Rather, the present accentuation is guaranteeing that sight and sound is utilized successfully to make new open doors for learning and to advance understudy accomplishment. There are various interactive media applications intended to meet the extraordinary needs of assorted students, yet the majority of the business instructive mixed media applications as of not long ago don't actually loan themselves to a constructivist approach. The layered structure systems proposed by Taylor (1997) contend that: Most client, mixed media creator, and teachers would concur that all the mixed media applications in the market speak to troublesome kinds of utilizations. Be that as it may, a great many people would most likely have a troublesome time relevantly clarifying why they are unique and, all the more vitally, the ramifications of these distinctions both for successful use and for future plan practice." (Taylor, 1997, p. 215).

How might we choose which applications are proper for a particular gathering of students? Another issue is that economically accessible programming is claimed by PC producers or its wholesalers and is secured by Countries copyright laws and global settlement arrangements. Most programming licenses determine that the first buyer of a product program may make one recorded duplicate exclusively for back-up purposes. It is illicit to make additional duplicates of a program for use by understudies or different instructors inside a school or area, except if explicit composed authorization from the distributor or copyright holder is acquired. A large portion of the training foundations have a ton of fun to buy such programming In request to advance moral utilization of instructive programming; instructive organizations need to create there possesses instructive programming.

Instructive establishments must perceive that the world has changed. Teachers and understudies have needs that our present conveyance framework isn't meeting. We face monetary requirements that won't rapidly vanish, just as both worldwide and private challenge. Accomplishing a greater amount of what we are presently doing won't take care of these issues. To endure these difficulties, we should discover better approaches to convey training to our understudies. Building up our very own sight and sound applications can add to taking care of a portion of these issues, on the off chance that we truly need to make utilization of mixed media applications as a viable device to improve learning.

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Blogging: Re (Writing) the Negritudinal Identity through Social Media in Adichie's *Americanah*

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: This paper aims at tracing the intersection between literary production and multimedia textuality in the case of postcolonial writing through an analysis of Chimamanda Ngozi Adichie's recent novel *Americanah* (2013). Here the main character Ifemelu, after leaving her native Lagos to study in the US, becomes famous as a blogger on racial issues from the point of view of a non-American black. The novel takes into account recent debates on the public role of postcolonial writers, as the blog reflects Adichie's own role in contemporary media and situates the novel in the global landscape of Afropolitanism and its predicaments. Blog entries inhabit the novel from its early pages, and blogging intersects fiction and contaminates it with social commentary. With its interweaving of creative writing and opinion making, novel and blog, *Americanah* comments on the public role of the writer and its viral exposure. Finally Ifemelu Re- Written the Nigerian identity through Social Media

Key Words: multimedia textuality, blogger, contemporary media, creative writing.

Adichie's novel *Americanah* follows Nigerian blogger Ifemelu's immigration to the West and her gradual, and rather involuntary, "Americanization." In order to stay in touch with her heritage, and by all means her identity as an African native, Ifemelu starts a blog cleverly titled *Raceteenth or Various Observations About American Blacks* (Those Formerly Known As Negroes) by a Non-American Black. Her blog serves as an outlet for the frustration she feels not only towards non-blacks but also towards those "American blacks" she seems to associate so negatively with the stereotypes she observes in America. In his *Blog Theory*, Jodi Dean expands on the peculiarity of blog authorship: "blogsoffer exposure and anonymity at the same time. As bloggers we expose ourselves, our feelings and experiences, loves and hates, desires and aversions" (72). According to Mary Joyce in her essay, "Blog for a Cause": a blog is a great advocacy tool because it allows any individual with an Internet connection to launch a campaign for social change with a potentially global reach. It gives ordinary citizens incredible power to question authority, act as alternative sources of information, organize supporters, and lobby those in power". (3)

Adichie's Ifemelu uses the blog as a medium to backlash against racism in America after she has encountered personal experiences through which she realizes that she is black.

In many ways, Ifemelu uses her blog to turn racism on its head. Ifemelu uses her blog to both enlighten Americans with a view of what it's like to be a cultural outsider and to find people with which she can sympathize. When she first arrives in America she struggles to find her place. It seems to me that Ifemelu, intentionally or not, uses her blog as a way to fight back, to offer not only a defense for blacks, but also to give them an argumentative voice in the matter, and to point out that they are not the only race to be judged or ridiculed or objectified. Her blog receives incredible support, most prominently from other blacks, both of the American and non-American variety. Many of these individuals seem to share similar opinions and experiences, as well as a similar desire to have their voice heard. Ifemelu's blog offers them a haven in which they are no longer the oppressed minority but the loud and powerful majority, eager to have the wrongs committed against them repaid in mocking online articles.

Judging by the rather scathing tone in many of Ifemelu's posts, it seems that she endures many unfavorable encounters in America. The mere presence of the blog, and the frequency of her posts, further suggest that she feels alienated and uses her blog as a means of escape from the uninviting culture around her. While these experiences make for a poor impression of the country, they make for excellent and engaging blog posts, many of which her readers identify with wholeheartedly. Being a foreigner in any country can be difficult. It is a challenge to align oneself with the customs and traditions of any new culture, especially one that holds so many preconceived notions and stereotypes.

The blog helps her to analyze her situation and how people treat her versus how they treat African Americans. It is evident through her posts that she is slowly understanding her place in society. She is not

seen as just “black,” but rather as an outsider because of her Nigerian background. People assume that she came from a rural, impoverished town where food and water was scarce and she did not have the amenities that are taken for granted in the United States. Ifemelu’s blog was a way for her to comment on the racism that exists from a more outside perspective. She was able to view how African Americans and just Africans are treated and project it to the audience of her blog.

People are attracted to her blog because she is witty and light in her observations, rather than accusatory. Non-American Blacks, as Ifemelu calls them, are interested because they can relate to her on a more personal level. They too are able to share their experiences and listen to other’s experiences and not feel so alone in their situation. Others are attracted to her blog due to the fact that it gives insight on topics that are generally not understood by Americans. Some people do not realize how prevalent the tribalism with race, culture, region, and class are until they can view their world from a foreign perspective. It is interesting and informational and allows those people to possibly work towards making changes to their society. Sapphic Derrida, one of the most frequent posters, wrote:

I’m a bit surprised by how personally I am taking this. Good luck as you pursue the unnamed “life change” but please come back to the blogosphere soon. You’ve used your irreverent, hectoring, funny and thought-provoking voice to create a space for real conversations about an important subject.

Readers like Sapphic Derrida, who reeled off statistics and used words like “reify” in their comments, made Ifemelu nervous, eager to be fresh and to impress, so that she began, over time, to feel like a vulture hacking into the carcasses of people’s stories for something she could use. Sometimes making fragile links to race. Sometimes not believing herself. The more she wrote, the less sure she became. Each post scraped off yet one more scale of self until she felt naked and false. The ice-cream-eating man sat beside her on the train and, to discourage conversation, she stared fixedly at a brown stain near her feet, a spilled frozen Frappuccino, until they arrived at Trenton. The platform was crowded with black people, many of them fat, in short, flimsy clothes. It still startled her, what a difference a few minutes of train travel made

As Ifemelu writes her voice changes. She becomes more Americanized over the years as she assimilates to the culture. Her blog is evidence of this transition based on her experiences in the United States. It can be seen how her American boyfriends, both white and black, change her views on the world. She learns to appreciate high society as well as healthy lifestyles and American politics. She is present in the United States during the presidential election. Originally her impression of the campaigns was without much personal interest, however; by the actual election the emotions she associated with the success of Obama were equivalent to those of an actual American citizen. Even with this shift in her views, it is still apparent that she retains some of her foreign culture. Her Nigerian accent remains intact, and she still finds it strange how Americans define things such as being “fat.” Her blog becomes tangible evidence of how her experiences shape her.

Dear Non-American Black, when you make the choice to come to America, you become black. Stop arguing...So what if you weren't “black” in your country? You’re in America now. We all have our moments of initiation into the Society of Former Negroes... Admit it –you say “I’m not black” only because you know black is at the bottom of America’s race ladder. (221)

This is Ifemelu’s first post on her blog where she shows her anger at the fact that she becomes black in America. She explains that “watermelon” “racist slur” and “tar baby” are labels that are used to offend black people (221). She also warns the black of being suspects if any crime is committed (222). Actually, Ifemelu’s perspective reflects Adichie’s attitude as she stated in an interview that after coming to America as a student, she “was suddenly confronted with what it meant to be a person of color in the United States” (Adichie *NPR*). She also recalls that she has been labeled “watermelon” and at that time she did not understand that it is something offensive (*NPR*).

Therefore, Ifemelu comes back to Nigeria after being in America for thirteen years. She decides to continue her blog, but she wants to write about Nigeria, promoting her culture. She ridicules exiles who use the Internet to write nostalgically about their hometown after a short visit: “they would return to America to fight on the Internet over their mythologies of home, because home was now a blurred place between here and there, and at least online they could ignore the awareness of how inconsequential they had become” (117).

Thus, she decides to launch a blog about Nigeria, calling it “The Small Redemption of Lagos”(418). She writes about positive and negative things. For example, she describes how unfair it is for the government to demolish the hawkers’ shacks:

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They destroy the shacks, reduce them to flat pieces of wood. They are doing their job, wearing "demolish" like crisp business suits. They themselves eat in shacks like these, and if all the shacks like these disappeared in Lagos, they will go lunchless, unable to afford anything else. But they are smashing, trampling, hitting...But now the shacks are gone. They are erased, and nothing is left, not a stray biscuit wrapper, not a bottle that once held water, nothing to suggest that they were once there. (475)

Proud of the African costume, Ifemelu has written about a fashion show where "the model had twirled around in an Ankara skirt, a vibrant swish of blues and greens, looking like a haughty butterfly" (474-5). Her blog is immersed in Nigerian culture:

She wrote about the announcers on radio stations, with their accents so fake and so funny. She wrote about the tendency of Nigerian women to give advice, sincere advice dense with sanctimony. She wrote about the waterlogged neighborhood crammed with zinc houses, their roofs like squashed hats, and of the young women who lived there...Still, she was at peace: to be home, to be writing her blog, to have discovered Lagos again. She had, finally, spun herself fully into being. (475)

Besides, she writes her blog in English, not in Igbo which raises a question mark. She writes to address American readers, not Nigerians. She aims at educating the west about Nigeria, showing them that even if her hometown is not perfect, it defines her; it is part of her Africanness. It is a way of resisting the fact that Nigerians leave their countries and take refuge in the west; Ifemelu reverses this image by taking refuge in her own country with all its defects and she chooses to write positively about her culture. If she writes a blog for Nigerians, she would certainly write it in Igbo and she would address the problems that hinder Nigeria from developing.

Ifemelu writes her blog to find support and understanding in a country where she felt she did not belong. Eventually she writes it to inform and inspire people from all over the country. It becomes a part of her self-expression and a way for her to communicate all her thoughts and feelings about the new world she has become a part of. This is a typical example of how blogging emerges early in the novel.

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MULTIMEDIA TECHNOLOGIES IN TEACHING OF ENGLISH LANGUAGE

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Multimedia is very significant in the age of modernization and knowledge. It can be used as means of teaching the English language. Applying innovative spirit computer can give a new role to teaching materials. Multimedia has certainly come to boost the human race through new heights of evolution. It has become one of the leading means of teaching English today. Further, some investigation of the potential to use multimedia technologies for effectual teaching of English is to be endeavored. Moreover, this study will interpret the teacher's outlook concerning the use of multimedia technologies for teaching English.*

Key Words: *Multimedia Technologies, Methods and Theories, Approaches, English Language*

Introduction

The phrase 'multimedia' constituent of two terms called 'multi' and 'medium'. Multi refers to many i.e. at least two. Media is the plural of standard. Medium refers to storage, diffusion, communication, demonstration, production, effort interface and observation, meaning that it can refer to different levels of simplification. Multimedia is a term that was outdoor and prints. Multimedia is everything can hear or see: texts, books, pictures, music, sounds, CDs, videos, DVD s and records. Multimedia offers a wide variety of ways of presenting content through computers and electronic devices. The factor common to the various forms of media is that they are all different ways of communicating news and information to the general public. Newspaper, magazines, television, radio and the internet are forms of the media because they communicate not to any particular individual but to anyone who reads, watches, or hear them. It is the task of media to not just report, but to comment, to criticize, and above all to inform the public what is really going on.

Media compete for people's time. The more time can take to communicate, the less likely people are to hear what have to say.

Therefore, multimedia is as an amalgamation of many types of media on a single medium in the same information. According to Furht (2008), "multimedia is any permutation of text, sound, animation and video delivered by computer or other electronic or digitally manipulated means. Multimedia facilitates students to view diverse modes of change in course of time depending on a range of variables (Thamarana, 2016, p. 51). The broad range of multimedia can be implemented to augment the eminence of education and enhance the efficacy of second language teaching. The monotony and the usual of using only a route book and frequently bradawling the same types of implement can be easily avoided. According Ian Hargreaves (2005) remarks:

Journalism matters not just to journalists but to everyone: good journalism provides the information and opinion upon which successful democratic societies depend. Let journalism ossify, or be economically undermined politics and public life will suffer.

This social responsibility of the media should be reflected in the work of the writers in the media and English Language provides a good platform to do this service. Role of multimedia in teaching of English can't be ignored in today's times. Today is the age of internet, e- commerce and media. Media can be divided into three types.

- The Print Media (which includes newspapers and magazines)
- Broadcast Media (Radio and Television) and
- The New Media (The Internet or Worldwide Web)

It is open to all forms of writing, including fiction, poetry, drama, and creative non- fiction, news, interviews and advertising. In all these multimedia, the knowledge of English is very essential.

Role of Multimedia in Teaching of English

A forceful progress of information technologies in a modern society causes to change education process, develop new pedagogical technologies, and introduce more effective methods of teaching. It plays

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didactic function and increase efficiency of the teaching process. Multimedia aims to make competence of students. English is a mean of communication. English speaking communication is the basic educational activity. So Multimedia becomes an effective means of teaching English. English teaching is very important and enjoyable. The process if teaching English becomes easy and productive. Teaching techniques include teaching writing, reading, pronunciation and teaching theory.

- Teaching Grammar
- Teaching Speaking
- Teaching Vocabulary
- Modern Teaching Techniques
- Teaching with Computers

Due to the impact of information technology, computer-assisted language learning is becoming the trend in foreign language teaching. Interactive computer network allows students to learn without mistake. The communicative language teaching method is more effective than the traditional classroom. With the help of the multimedia teaching English language is more effective. The success of teaching depends on the curiosity of students to the matter, on their aspiration to discover it. The language skills and media skills are carried out not only but also in the daily life of students studying English. The Students quite frequently face a problem of the language barricade. They abode to speak, afraid to make mistakes. Even information psychological ambiance they fill discomfort. The multimedia programs equipped by sound recording talks build less stressful conditions. Multimedia is widespread resources. It can be used at teaching to make the amendment process effectual, appealing and reachable. The communicative language teaching method is more effective than traditional classroom.

Some reimbursement and downside of multimedia approach

The main advantage of multimedia approach is based on the fact that it concurrently engages natural information-processing capabilities, for example eyes and ears. If we play a slide show of articulator pictures in phonetics classes, for occurrence, simultaneously with the sounds illustrated in them, students can take in the sequence in three ways:

- visually, which means that they actually see the correct position of articulators,
- auditory, which means that they can hear the accurately pronounced sounds,
- Kinaesthetically, which means that the students try to practice pronunciation themselves according to what they have seen and heard in the slide show.

However, there are diverse types of teaching: some students ratherattaining information throughout visual modes, others in the course of auditory ones, and there are always those who need extra practice. Multimedia approach might be tailored to individual teaching styles so that each student is able to acquire and extend knowledge in the most effective way for him or her (Smith and Woody, 2000).

Teaching English as a Second Language

In English teaching Program the students can choose and they are interested in. The rationale is to develop new didactic technologies, introduce more efficient method and means of teaching. Multimedia has become one of the foremost resources of teaching today. The resource of Teaching English, multimedia realizes the unidirectionaledifying function and increases effectiveness of the teaching process. English, being wealth of communication, as well as any other language, is known to be a way of receiving and sending information. English speaking communication is the basic education activity of the students. So multimedia becomes effective way of teaching English as it gives huge opportunities of the authentic communication. Speech habits of the students are not formed well when practice of English is absent.

Multimedia discourse is unconventional to synthetic created dialogue without any participation of native speakers. By the way of multimedia have the possibility to carry out language dialogue with people from any English – speaking counters.

Importance of using teaching Multimedia Aids:-

Teaching aids are great assistance in teaching any subject, language and science etc. During the time of language teaching the aids has given more outstanding because of the following purposes.

- Variety

- Effective Teaching
- Concrete
- Provide interest and inspiration
- Reduce teacher's talking and discussion
- Forming language atmosphere
- Reduce the over – dependence on mother language

Stipulation of Multimedia teaching of English language:-

1) To stimulate student's curiosity in their study – Multimedia teaching provides a sense of reality and functions very well. This greatly motivates student's interest and their involvement in class activities.

2) To promote student's communicative capability–With the help of teachers instructions leading students thought patterns moving student's emotions. The multimedia classes set in new type of interest in the classroom,to seek combination of teaching provides the students greater knowledge.

3) To acquire meaningful understanding - Multimedia teaching can proffer the students abundant information; the output of multimedia comprehensive English far more plentiful than textbooks and it displays vivid cultural background, rich content and true –to- life language materials which are much natural and closer to life.

Problem occurring from Multimedia in teaching of English language

- Major revenue replaced by the supplementary one.
- Lack of Speaking Communication
- Students thinking potential reduce
- Hypothetical thinking replaced by conceivable opinion
- The Computer screen cannot surrogate the blackboard

Conclusion

The majority of the teachers look like to have positive attitudes towards the exploit of multimedia Technologies in English language teaching. Thedetermined that multimedia expertise play a great role in language teaching according to their own rapidity, helps in self-understanding and it does not encumbercommunication with the students. The conclusion moreover advocates that multimedia sustained language teaching assist in entity enthusiasm used for the teachers and instructing of notions are also uncomplicated.It also persuade students to contribute in classes and promoteexpand their acquaintance, they remainrealizing their goal without overlooking the fact that the progression of good teaching rely on human beings, after all.

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Impact of Media on Literature

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The growing harmony among literary scholars is that the meaning of literature cannot be properly studied or understood outside of the particular medium of its transmission and archival. This realization can be considered a revolution in literary studies, and its fundamental consequence is the confluence of literary studies and theory with media studies and theory. The fields of media studies and media theory are dedicated to the analysis and understanding of the myriad media through which information is communicated. Under the influence of these fields, the media through which literature is communicated is no longer considered secondary to the literary content or form, but deserving attention in its own right. Moreover, literary content and form can and often are deeply influenced by the media of their communication, as well as by the particular forms of media prevalent at the time and place of their production. The reception of literature can also be influenced by dominant media forms. This chapter discusses first the fields of media theory and media studies, their origins and current importance due to the explosion of new media in the industrialized world. Then we will look at ten examples from different historical and cultural situations of the relation between media and literature.*

Key Words: *Communication, secondary, consequence, literature, dominant.*

Introduction

Media are the various material ways information can be communicate The fields of media studies and media theory are dedicated to the analysis and understanding of the myriad media through which information is communicated. Under the influence of these fields, the media through which literature is communicated is no longer considered secondary to the literary content or form, but deserving attention in its own right. Moreover, literary content and form can and often are deeply subjective by media of their transmission, as well as by the particular forms of media prevalent at the time and place of their production. The reception of literature can also be persuaded by dominant media forms. In what follows we will examine historical examples of the relation between literature and media, as well as examples from a variety of cultural contexts.

Current Media Theory and Media Studies

Media theory is the theory of how media function and how they influence sensitivity. Media studies in the field are devoted to the study and analysis of the variety of media humans use to transmit and archived data.

Origins of Discipline

Marshall McLuhan, considered by many to be the father of media studies, initiated the revolution in media studies with his declaration that "the medium is the message." Although his was not the only theoretical practice to do so, McLuhan's insistence on regarding the medium as a primary rather than secondary focus for analysis was a key factor in a general movement in humanistic and social sciences to redirect attention to process, social context, performance, and other apparently secondary or non-essential aspects of texts or artifacts. Recent media theory, but also literary theory, has taken its prompt from this movement and paid increased attention to the material conditions of communicative acts, from historical studies of the technologies of writing to more current investigations into the phenomenology of new media and how engaging with new media affects our experience of the world. For example, the highly influential work of German literary theorist Friedrich Kittler has taught a generation of scholar to think of literature as a subgenre of media. The historicist approach he pioneered focuses largely on literature as a mode of data production basically determined by the technologies of reproduction and archival available to its historical and cultural context.

New Media Theory

New media theory is largely concerned with media dependent on digital pretty than analogue technology. Digital technology is technology that utilizes a binary code to transmit and archive. Data that has

been archived or transmitted in this form is then recomposed in a format, or interface, suited to the needs of an end user. Analogue technology, in contrast, transmits and archives information without converting it into code, although the material of the information may certainly be altered. For instance, a telephone using analogue technology converts the vibrations in the air coming from a speaker's vocal cords into an electronic pattern that then recreates those vibrations in a receiver on the other end of the line. A telephone or computer using digital technology achieves the same effect by encoding those patterns into binary code and then recomposing them with an appropriate interface on the other end. Much new media theory has been concerned to demonstrate that the shift from analogue to digital technology constitutes a fundamental change in how humans organize knowledge and perceives the world. New media theorists concerned with literature argue that this fundamental change is also registered in the kind of literature that is written, and how literature is read. Furthermore, film theorists have been quick to note that the revolution in communication technology has had an equally profound blow on cinema. In fact, the vast majority of today's mainstream Hollywood productions contain some portion of computer animated material. We will return to this after a brief look at the history of literature's relation to its media.

Historical Examples

The history of literature and the various media used for its transmission is vast, but a few examples from diverse cultures and historical moments can help to illustrate the profoundly complex relation between media and literature.

Oral Transmission Cultures have traditionally been separated according to whether they are primarily oral or literate. An oral culture is one that is not familiar with or does not make broad use of writing. A literate culture is one in which writing and reading is broadly circulated. Seminal work by Milman Perry and his student Albert Lord changed the way scholars thought about works that have always held an honored place as the origin of western, literate culture. Specifically, the epic poetry of Homer, while always assumed to have been memorized and recited by poets was also thought to have been written by one man prior to its dissemination. Perry traveled to what was in Homer's day ancient Greece, and is now Kosovo, where he studied and recorded the guslars, often illiterate singers who compose their songs using formulations remarkably similar to the style of Homer's epic poetry. He became convinced that, rather than being the written work of one man, epic poetry like the Iliad was collected orally by performers who passed their stories down to generations. More recent scholarship has begun to challenge the simplicity of the distinction between morality and literacy; however, arguing that the specificity of the medium used to transmit information is more fundamental than whether or not the culture engages in a writing practice.

Pictography

Pictography is a writing system in which in sequence is communicated through illustrated figures. The earliest known pictograms were used in Mesopotamia, and may have developed into the cuneiform inscription of the Sumerians in the fourth millennium BCE, although some scholars argue that the earliest writing forms originated in accounting systems, not pictograms. While technically a pictogram resembles what it intends to convey, in practice pictograms can be quite abstract, and are the basis of more difficult pictorial forms of writing such as ideograms and hieroglyphs. Ideograms are figures that represent ideas, and hieroglyphs, mainly associated with the ancient Egyptians, are symbols that contain both ideographic and alphabetic elements. As writing systems develop, symbols connected with a specific object or idea, begin to work according to the rebus principle, and representing a phonological element in the spoken language. As this phonological element can be used in grouping to represent large numbers of ideas, alphabetic systems tend to have increased flexibility over pictographic ones. There is motive to believe that pictographic systems such as those of the pre-Columbian Mesoamericans also contained phonetic elements. Some scholars have argued that most Mesoamerican civilizations were aware of the possibilities of phonetic writing systems, but chose not to develop them, finding them indigent relative to a well developed pictographic system. Writing systems that are entirely graphic or ideographic would however be highly context dependent. For instance, the pictographic symbols used in many countries to distinguish between men's and women's restrooms would be hard to comprehend in a culture in which women were not associated with dresses and men with pants. Literature formed in cultures that depend on mainly pictorial writing systems will therefore of necessity rely on highly culture-specific forms of appearance. This in turn makes pictographic writing systems much more difficult to interpret than might be supposed. It was not discovered until in 1799 of the Rosetta stone, for example, which juxtaposed the same passage in two

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ancient languages (Egyptian and Greek) on the basis of three different writing systems (Demotic Egyptian, Hieroglyphic, and Greek), that the meaning of the hieroglyphs was revealed.

Manuscript

Manuscript is any medium that transmits information written by hand on paper or parchment, although other materials have been used as well. It is eminent from inscription, which refers to the pressing of letters or figures into a malleable surface with an instrument, and printing, through which letters or figures are imprinted on a surface using blocks or portable type, which allows for their continual reproduction. Manuscript has existed for millennia in many different cultures, and obviously continues to be a possible medium today. That said, the period of manuscript's dominance as the exclusive or even most important medium of communication is long over. In Europe, manuscript culture began to die out with the introduction of the printing press in Germany in the 1450's by Johannes Gutenberg. For instance, in order to be circulated, the information in manuscript would have to be copied by hand. During this process, the text being copied would gather minor and major changes and commentaries, becoming along the way the work of multiple authors, in a phenomenon called by scholars of medieval French literature *mouvance*. Because of *mouvance*, as well as the secure relationship between a specific manuscript and its background of production, the text during the age of manuscript had a far less independent relationship to its various material manifestations than is widely assumed to be the case today, after centuries of gradual abstraction and independence due to changing media. It is in part due to this close association between something written by hand and the content of the writing that manuscripts and other hand-written media have had in the past and continue to have today a close relationship with religious practice and sentiment. In many cultures words written by hand carry a certain power or even magical properties that one would not connect with the printed word. In medieval Europe, for instance, words scraped from a hand-written parchment could have magical effects when consumed as a potion, and even today, the autograph of a famous or admired person is greatly sought after.

Conclusion

A range of positive and negative impacts of social media can be observed. Social media can help to improve an individual's sense of connectedness with real or online communities, and can be an effective communication (or marketing) tool for corporations, entrepreneurs, nonprofit organizations, advocacy groups, political parties, and governments.

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Cultural Techniques and The Materiality of Communication: Contributions To A “Digital Literacy”

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *In this paper propose to continue this line of dispute, looking for to understand how certain themes related to the Materiality of Communication and Cultural procedures surfaced. This propose to highlight how could be associated with Media Theory and the Materiality of Communication. The aim to evaluate the way in which the new media (Manovich, 2001) is embraced as a meta-media, gratified not only new experiences and cognitive domains (Digital Literacy) but also the incorporated enlargement of a Tool Literacy. Finally, the focus these crams, to comprehend the indispensable persuade that this approach has on Digital Literacy Studies.*

Key Words: *Materiality of Communication, Cultural Techniques, Digital Literacy.*

Introduction

This application of scrutiny of the “mediational circumstances” of the artistic experience sourced embarrassment amid scholars of literature, philosophy, pedagogy, and psychology. The focus on the media and materiality of communication give the intuition like eccentric violation in the studies on creativity, truth, education, humanity, the soul, etc. There is often an endeavor to rephrase the culture history through media history, which would escort, for example, to the capitulation of chronological development to the junctures of technological enlargement. This determination on initiating the question of mediality into cultural progression has brought the image of “determinists”. Nevertheless, classifications of this kind need to be cautiously measured.

According to Siegert, culture is a type of technoid-humanoid hybrid species that is established in various “actor-network” forms, capable of including both technical objects and networks of sensory, cognitive, and forcibly functions symmetrically. Civilization or the capability of organization known as the “human touch” can only be comprised in the middle of this network. What is meant by the term Cultural Techniques is the reconfiguration of this relationship between culture and the media, between humans and non-humans. Therefore: Man does not exist independently of cultural techniques of hominization, time does not exist independently of cultural techniques for calculating and measuring time; space does not exist independently of cultural techniques for surveying and administering space; and so on. [...] They include pedagogical methodologies as well as political, administrative, anthropological, and biological “designs of the human.” (Siegert, 2008 p. 30)

As a “program” of studies can see Cultural Techniques as a) a study on the boundaries between the world and the cultural order and b) a process always marked by power relations and as a series of heterogeneous arrangements of technological, aesthetic, symbolic, and political order, which are integrated with ways of reading, seeing, writing, counting, and relating to one’s own body.

Cultural Techniques and the elemental ethics for a Digital Literacy:

When Gumbrecht (2010) highlights that the emphasis given to the materiality of communication is not intended to disregard studies centered on the hermeneutic perspective. After decades of reflection on the proposals, it is possible to say that this dichotomic hermeneutic/non-hermeneutic dissection no longer makes any intelligence. Nonetheless, in accumulation to this place not well combined so far, the expansion of digital media has instigated a sequence of new issues: the manifestation of what is called meta-media.

According to Manovich (2013) scrutinizes that in the 1940s there was nothing about computers that could correlate them with a machine of depiction, cultural appearance, or communication. A new computational paradigm was visualize and, from it, computers in progress creature thought of as cultural machines.

Manovich (2001) besides places of interest how the main features of the computer – arithmetical revelation, modularity, mechanization, unpredictability, and transcoding – are proficient of renovating it

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into a meta-media. Consequences of this progression cannot be underrated, while, when allowing for their mediality, objects are rehabilitated to computational reason and can easily be maneuvered by algorithms and realistic boundaries. They can be produced, uninspired, arranged, enthused, customized, relocated, whizzed, and subjected to the mainly dissimilar types of riddles. They can be acknowledged, investigated, revamped, arranged by metadata, etc.

Conversely this form unspecified by the individual computer (both the hardware and software) controls on a sequence of options and resolution on the part of its developers (programmers, engineers, advertisers). One of these decisions was to transform this meta-media into a equipment of old media (word processor, music and video recording program, recording and photo editing, etc.).

Allowing for this direction, it is also pertinent to recommence the approaches, particularly the way in which the author thinks of technologies (television) as cultural forms. It is also significance declaring the extensive speculation in transportation - public equipment - interconnected to the revenue of conveys and extension of the electricity system that arises in the cities since the 19th century. This extension produces circumstances for mobility not at all seen before and for a new kind of innovation and life-changing practices.

Gentikow (2015) confirms how Digital Literacy ought not to be unstated only from the possession of skills and capabilities for the use of new technologies. Régis (2008 p. 32-33), designates the require to discover "not only mental behaviors but the stroke of the body and cognitive figures that are not abridged to the figurative skills by which have habitually arbitrator the amusement ethnicity."

Digital Literacy might absorb the ability to fabricate, discover, amass, procedure, salvage, and select significant information along with an exorbitant volume of data. The entire this too depends on the capability to fabricate and decipher overexcited formation, extend skills among games and their soothes (with their new cognitive architectures) and, of course, converse with others crosswise podiums and mobile strategies, meant for illustration.

This Digital Literacy moreover presumes mastery of firm rules, the fabrication of a explicit dissertation, and new innovative perform of expurgation, remixing, circulating, and sharing from substance fabrication proposals engendered by the abuser (user-generated content).

One must recognize that: "Related to media, these techniques do not primarily mediate texts, but establish perspectives of and give imaginary access to the world, depending on the specific technological architectures and interfaces they employ" (Gentikow, 2005 p. 87).

Involving computational reserves to society performs of assistance has forever exist the feature of a Digital Literacy. Today, there is a sequence of trials aiming to coalesce ever-larger volumes of data with the detection of significant cultural patterns. This is the crate of Manovich (2015) and his work on the so-called Cultural Analytics.

Owing to these new media-cognitive settings, Gentikow (2015) emphasize to extend Digital Literacy to a type of Tool Literacy: Some might claim that digital literacy is not a really new proficiency since it is heavily based on the old techniques of reading and writing. Textual expressions are thus only remediated. Others claim that digital literacy is (far) more than the combination or sum of previous forms of literacy. (Gentikow, 2015 p.82) 3

Digital Literacy is not just a type of cognitive remediation into new media of our traditional cognitive skills – read, learn, remember, reason, and pay attention, etc. (Manovich, 2001). Cyber culture assumes a suitable mediality and a situate of Cultural Techniques of our own that alter our cognitive architectures. Siegert proposes: But if media are no longer embedded in a horizon of meaning, if they no longer constitute an ontological object, how can they be approached and observed? Answer: by reconstructing the discourse networks in which the real, the imaginary and the symbolic are stored, transmitted and processed. (Siegert, 2013, p. 52)

Envisaged as "cognitive architectures" or "communication architectures," media are approached in their historical forms as a Cultural Engineering, since: "Media do not only mediate knowledge, they also design it" (Gentikow, 2005 p.88).

Hence, if the Materiality of Communication and Cultural Techniques actually enclose this place in our occurrence, a venture of cultural and social renovation furthermore embraces the formation of latest communication architectures like cultural forms. This new Digital Literacy, which is also painstaking as a Tool Literacy or Cultural Engineering, might renovate the schedule of a biased development of existing humanity.

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Role of Media in Educational Technology

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper is showing the association among the role of media and literature review in education technology. It contains the role and significance of media on condition that education, rural education and ecological knowledge. It also talks about the use of media in classroom and the teaching learning process. This paper is demonstrating the widespread along with tremendous bring into play of media in education substance and its literature review force in the lead society because of its inborn capability to arrive at big add up to public. This paper presents an overview of literature and social media, based primarily on findings from the literature review.*

Key Words: *Literature, Education, Media, Society, Ecological awareness*

Introduction:

Education is the development of learning and knowing. It is not limited towards our school textbooks. It is the survival of human beings successful without education. An educated person has the capability to modify the human race. It makes a superior of the society, It ensures a creative future, opens new vistas, spreads attentiveness and assertion. It includes a brief description of literature review social media, highlights how social media uses in education system and the demographics of social media users. The term media is derived from Medium. It means haulier or method. Media denotes to accomplish a huge viewers or spectators. The term was first used with the journalists and magazines. The term has broadened by the inventions of radio programmes, TV programmes, cinemas and Internet websites. In the world of today, Media is playing an marvellous role in the society. It helps us to know modern location around the world. The media has developed in the 21th century. The role of media in education is obvious today by the number of CPU labs, small screen sets and libraries that have become part of prospectus in most schools today. Media is useful to understand the information. The mass media has become such a enormous part of our lives.

Role of Mass Media in providing Education:

Mass media :- Television events, internet websites, feature-long films, newspapers, magazines, vedios, music tapes and CDs, magazines, billboards, radio events: essentially, a tool/technology which is used by someone to convey a communication to a huge external viewers is called mass media.

John Dewey stated that education could not be limited within teacher and taught without social atmosphere. So mass media is one such effective force in the social environment of education. Through contemporary electronic techniques and technologies, mass media establish that education is, really extensive not cramped within four walls of the classroom.

Really, mass media are the enlightening medium for the mass and mass education. Irrespective of caste, color, ecological, sociological, economical diversities mass media prove as an significant means for the education to all. Mankind gets a large deal of information from the extensive mass media i.e. newspaper, TV, radio, magazines, journals, films, etc. It is predictable that mass media may replacement the real classroom instruction in future.

Functions of Mass Media:

***Giving Information:**

These media helps to convey the messages to the students in the classroom. People knows different knowledge very quickly.

***Distributing professional information:**

Media helps to provide proficient and skilled information to a superior group of the Community.

***Scattering wakefulness and civic liability:**

People know unusual problems of the society and their role in anecdotal society through mass media. People know their rights and duties for the homeland clearly.

***Educational programmes:**

Mass Media helps to form a suitable habit for different events and they develop their leisure time in a prolific way. It is the activities of the people through different events.

***Role as a non-formal organization:**

Mass media are not treated as unofficial agencies of education. They are called non-formal agencies It is viewed that these media can surrogate the classroom teaching in the future.

Mass media are the main in the society. These are the cheapest of the education to the people. The motivation is very quick through mass media. The teacher must use the educational media and methods successfully in the classroom.

Mass media for pastoral education and environmental attentiveness:

Mass media and print media and its usage play a important role for the development of bucolic education. A variety of forms of mass media such as television, radio, practical video cameras, interactive video, computer and print media (news papers, magazines bulletins, leaflets) can be used for the expansion of rural education. Door darshan is telecasting the most up-to-date information on farming education and pastoral development through electronic media, covering majority of rustic population. The result of various studies stated that force of TV was more on small farmers and illiterates. They watched the farming programmes and adopted the suggested practices. A mainstream of the farmers viewed TV programmes for the sake of education.

Agriculture is the stronghold of the Indian economy and roughly half of the Indian inhabitants still gets their source of revenue directly from cultivation. Most of India's poor live in rustic areas and are occupied in cultivation. Temperature change and food security have become flaming issues in the globe. Nonstop deforestation is a major confront for forests and source of revenue and one of the major causes of ecological dilapidation in India can be recognized to hasty development of inhabitants, which is harmfully distressing the innate assets and atmosphere. The mounting trends of inhabitants and resultant insist for food, energy and housing have significantly changed territory - use practices and harshly besmirched woods area as well as surroundings. These include demands on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water paucity and contamination. For farming growth, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time.

Mass media (electronic and print media) are playing very important role in creating ecological awareness and propagation of new farming technologies among the rustic people. Different information tools like radio, television and news paper are spreading wakefulness related to weather change and atmosphere security among the pastoral people at the nearer rate than individual contact. The creation and allocation of printed resources such as book, magazines, newspaper and pamphlet may help in convey of new information's and technologies whereas radio and television are the important tools for propagation of speedy information. The mounting trends of inhabitants and resultant insist for food, energy and housing have significantly changed territory - use practices and harshly besmirched woods area as well as surroundings. These include demands on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water paucity and contamination.

For farming growth, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time. Mass media (electronic and print media) are playing very important role in creating ecological awareness and propagation of new farming technologies among the rustic people. Different information tools like radio, television and news paper are spreading wakefulness related to weather change and atmosphere security among the pastoral people at the nearer rate than individual contact. The creation and allocation of printed resources such as book, magazines, newspaper and pamphlet may help in convey of new information's and technologies whereas radio and television are the important tools for propagation of speedy information.

The Role of Social Media in Education:

These days we are living in the fast mounting society which every day offers its population a great number of new potentials. Mostly, these exclusive opportunities concern the encroachment of social media that have perceptibly permeated the contemporary education world. In fact, it is not a clandestine that the preponderance of teachers and professors highly welcome the power of these tools which lies in the capability to employ, encourage as well as to engross the students into deep deliberation and reasonable conversation. The expression "social media" defines the number of tricks that include socializing and

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networking online through words, pictures and videos. To some extent, it is a two way conversation which brings inhabitants together to realize and share some information, assistance as well as ideas. Social media can be changed from social bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online association spaces.

Completion of Social Media into Education Life:

In these days, many educational establishments are beginning to squeeze social media into their everyday life. It is a well known fact that Twitter and Face book are considered to be the greatest ways of verdict information that might be of huge value for all students. Extraordinarily, these websites can be easily used for creating a conversation in the classroom. Interestingly, it is possible to create a chat room that can be entrenched later to some blog and scheduled to open at a particular time. Really, all teachers can effortlessly pull new stories from any of these online sources and the students can put any questions in order to develop the further conversation of the formerly downloaded article. Speaking about various blogs, they can be utilized to encourage creative writing and to enrich grammar skills. Thus, the professors here are welcome to recommend their necessities for writing projects that are to be rewarded by the students within certain deadlines. On the whole, one of the biggest resources of each social media tool lies in bringing together the students of all ages to help them with all types of coursework, starting with the homework and finishing with different researches. It is worth mentioning that such occurrence as geo-tagging has a great future point of view in education life, outstanding to the fact that it can be used to target and find essential data about the places that are being studied. In addition, it has been methodically proven that social media can assist the students in solving their rendezvous crisis. Indeed, the lack of commitment has become the main reason for students' exclusion both from the course and college. In this case, social media engages them into close announcement and association with their instructors so that the studying process is properly maintained.

The utilize of Media in training – Learning Process :

Learning is a process to gain knowledge. The uses of media in teaching- learning process is not a innovative fascination. Many teachers know that media will be helpful. Media gives something innovative to the students correctly. The use of media is perplexed whether it really helps teaching learning activities or not. The writer wants to find out the fact of the use of media in teaching- learning process, whether media can help teaching- learning process or not. The reader will get a factual practice of the use of media and can help learning process.

Usually, the media is very helpful to teach social studies. The students had to find powerful information including the map, flag, landmark, famous buildings, mountains, traditions, etc. By using media in teaching, students' development can be seen clearly. The use of media is a teaching- learning process. It has also numerous recompense. Media raises the students' interest of the lesson and media is significant to lead students' concentration. Media increases students' liability to control their own learning. The use of media is a teaching- learning activity.

The Significance of Media in the Classroom:

Media connects the students in learning and provides a richer occurrence. Media are helpful tools for illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for educational purposes. Students view media as stimulating learning aids, making learning enjoyable and less tedious, according to the description "remuneration and Risks of Media and Technology in the Classroom "from the UCLA Office of Instructional Development.

*** Appeal to Various Learning Styles:**

Media appeal to visual, auditory and kinesthetic learners. Students can watch a movie, listen to music or cooperate with digital media on an interactive Smart Board. Effective teachers do not rely on teaching students in merely one style but use a variety of styles to reach the supreme number of students. The teacher provides a rich learning experience through classroom media keeps students focused and engaged in learning.

***Creates a Genuine Learning Experience:**

Using newspapers, brochures, job application forms and news broadcasts provides authentic opportunities for students to learn using real-world media. This method simulates real-life experiences in which students must read, assess and construe information based on items that they need in their daily

lives. When students use items from the factual globe, they can see the relationship between what they learn in school and how they can use the acquaintance as a member of society.

Conclusion:

In India, English language is the second language. Literature gives to improve our knowledge or skills. Media is helping a large importance to the classroom because students are improving their skills. The student has developed their skills through slides, projectors, DVDs, videos, CD players, newspapers, magazines, journals and periodicals. The media has the useful informative instrument to the people. It affects the eyes, the ears and the mind parallel nothing can overcome the ability of the media. Media adaptation is frequently referred to as a relatively new experience in education. The complete media integration is not yet unexciting in classrooms throughout the country. The mass media and education have improved a love-hate relationship. On one hand, television and newspapers have provided extensive and extremely useful education content. On the other, The power of media is so extensive and huge. It is used to educate people with very slight price. Today, the media is to inform the people about the latest happenings around the world. The media covers our interest like games, weather, latest messages, war, health, history, finance, fashion, music and politics. Everybody listens the latest news however and whenever they want. Literature review has developed in the grammar classes. It was improved our knowledge and gaining more information.

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Dual Nature of Media on Society in Manju Kapur's *A Married Woman*

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Manju Kapur is a profound writer in India. Her novel A Married Woman deals with the theme of modern culture and materialization. She skillfully pictured the positive and negative side of media interaction to the public and them eager to know the world issues. The media changed the world ordinary human life and it affects every individual in various ways. Today it is a helpful tool to modify the person's life, even though such conflicts arouse which can negatively impact a person. At the same time some negatives associated with media, the positives access the all-around world to make as stronger and a better place to live in. This paper deals with the aspects of positive and negative roles of media in society. A Married Woman deals with the newspaper have a field of news sharing and it is the medium to people and the society. The protagonist is a married women and she has a social activist. She participating in the religious conflict of Hindu and Muslim, cause for well-known drama director's death, her to know the in the way of media. Media is quicker and simpler to contact people, as well as easier to meet strange individuals also. The media is a helpful tool to gathering the activist and their rebellion.*

Key Words: *Rebellion, Activist, Revolution and Magazines*

Introduction

Manju Kapur is a Well-known Indian novelist; her themes are based in Indian middle class family and the modernized society. Kapur protagonists are well educated and independents, her first novel *Difficult Daughters*, Virmati is a protagonist, who is an independent woman and she wanted to protest against for the British government cause for her to gathering the day to day news of publishing articles. The current novel, *A Married Woman* is also deals with Indian middle class family; the protagonist is an independent and social activist. The paper is the study of every individual used to media is a tool to easily access the world issues and it is a medium to gather people in single place. Astha is a protagonist, who is a school teacher and she working together in the drama troupe leader Aijaz. He is a social activist, he died at the communal riot, the issue published in next day newspaper column. When she know the news of the drama theatre group burnt alive in the van, as she is an activist and she is joining the protest rally and the activists are known everyday issues in a paper and gathered to a massive protest. The media is simple and quicker medium to share news, while it has the negatives also.

Media is a Helpful Tool in Society

Manju Kapur portraits the modern society and political issues of the period in the novel *A Married Woman*, she explains the historical events with proof of newspaper, it is the vehicle to sharing the political conflicts and the communal riots of the time. Media is a tool for sharing knowledge with easily as well as quickly, Ani vadakkepurayil remarks,

Media is more efficient and less expensive than alternative channels of communication, learners and educators are increasingly using them to facilitate the exchange of information. (Advanced Educational Technology 25)

Astha is a protagonist, who is brought up in a god fearing traditional family. She was her parent's only child and she has the freedom of education, the parents dreamt that she has married in a good reputed family. She got married in a USA returned suitor Hemant. The couple having two beautiful children, after Astha joined as teacher in a school. The school principal decides to organize the workshop for the records of school records, merit lists and preparing extracurricular activities. The principal Mrs Durby invited the drama troupe in a workshop. Aijaz Akhtar Khan, the founder of the Street theatre troupe. The workshop creates awareness in bridge from class divide, culture and religious bondage of the society. Astha is the organizer of the programme, she work with Aijaz, who is requesting her to write the issues of Babri Masjid and Ram janambhoomi controversy. She accept to collect the materials through magazines and websites,

She looked at Magazines, Astha quickly browsed through the books in the history section. There seemed to be no end of fuss around this mosque. (*A Married Woman* 107)

When she start to browse the website to see lot of things in the issue of Babri Masjid and British divide rulings,

She had cited examples of British divisive policies ... Astha stared at the picture of the Babri Masjid. What was it about this monument that had created so much bloodshed and fighting over two centuries? It was not even remarkable. (AMW, 107)

The magazine is helps to know the past histories and events of the period, nowadays media play a vital role in a society. The media is easily spread the news to anywhere or elsewhere and any corner of the world. Even the children also eager to know the day to day incident of the world news,

I want to watch the Gulf war. In school everybody watches the CNN and BCC. (AMW, 169)

Astha skillfully finished the workshop with the help of Aijaz. After a long back she noticed the newspaper headline, "THEATRE GROUP BURNED ALIVE IN VAN" (AMW, 138). Because of the communal riot in Hindu and Muslim, when she is shocked to notices the name of well-known activist troupe, AijazAkhtar Khan. Her eyes rolled up, she is really grieves and she wants do to something against for the communalism. Next day the activists are ready to protest against the violence the news spread over through the media. Media is a vehicle to united the people and it is helpful to know the world issues, the TV screen slowly moves to visible on the dead bodies. When the public watch the news they were burst and crowded to join the protest rally and they are raising voice in front of the parliament. But the controversy was not unrest while the activists are not rest to backward of their thoughts. Because, the media publishing the daily affairs of communalism, they are energetically raise their voice into the communalism.

The Negative Side of Media on Society

The impact of media publication and the magazines guide somebodies into the wrong way to handle issues of the society. The sequences of publishing news lead themselves to forget their humanity and the spirituality, they only focusing on their powers. The activists are crowding and they disturb the ordinary life of common men, because of the media's regular publishing of both parties' actions, these things to rule society to take a wrong idea forthe communal riot. They want controlled the activist so they did the unfair solution. The result is, thedivine symbol of Babri Masjid was ruined.On 7th December newspaper headlines,

A NATION'S SHAME: BABRI MASJID WAS DEMOLISHED. Centre sacks Kalyan Singh's government. 500,000 KarSevaks armed with weapons to attack the disputed site between 11.50 to 4.50 p.m. and 50 peoples were injured. (AMW, 291)

The demolishing of masjid, the Muslims are feelinginsecure and somebodies did the terrible activities of their satisfaction. The U.P government uses the anti-communal forces to the society. But the society is to take a long time to come back ordinary life. The communalism is not completed to the demolition of Babri Masjid, after two months people were affected by the curfew of the communal clashes.

Conclusion

Media have the big role of modern society lifetime of entertainment industry. Media has its not only provides information but it also dispersing of ideas in every nook and corner of the world. There were two aspects of advantage and disadvantages of the society. Media is the medium of sharing informationinto one another. Media helps as the individuals to know more informative about national and current affairs. Media has made strong influence in young society and whatever shown on the TV or any other social websites they believe and react. The bad habit addiction and believing guided has to made a wrong decision and it also united them in a single place. Nowadays new advancement has played two kinds of qualities, so the modern human beings are analyze to choose the right things and it helps to travel in successful future.

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Effects of Media on Language Learning

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The aim of this paper is to bring out a practice observed in the local media today. The presenters in the local media industry have tendency to mix two languages (Sinhala and English). In English language this is referred to as code switching. The presenters code switch profoundly and affects the language purism. In this study it will be found whether code switching is a must in programmes and find out as to why code switching takes place. The methodology used is quantitative. Self-observations will be included. The target includes presenters, audience, lecturers in mass media and language, and students.*

Key Words: *Code switching; FM channels; Language destruction*

The purpose behind the point's choice is that radio assumes a noteworthy job in individuals' lives in the quick moving world. It has completely changed people so that individuals can't survive without radio media. For some, reasons, individuals swing to radio and these reasons demonstrate an inconsistency between people. A portion of the reasons for which the audience picks radio are, it calms the audience's psyche in the wake of a monotonous day's worth of effort, it engages the audience, the radio teaches the audience, it pursues the audience's dejection, radio, in contrast to the paper, to a limited degree, is moderate. The audience swings to the radio more regularly than some other media for the above reasons. Following a distressing working day, individuals need to unwind so as to improve their mind work for the following day. Individuals have in this way made it a propensity to swing to their favored media that would alleviate their psyches [1]. Numerous individuals will in general need the radio since it's less expensive than other media and each family unit currently has a radio. At the point when the audience picks which media the person in question picks, the person shrewdly does as such as indicated by their inclinations. Nonetheless, it is the media's duty to get a handle on the audience members by addressing their requirements. On the off chance that the media does not give the audience as per their preferences, the audience is probably going to look for another media mode.

Radio, up until this point, the audience's brains have possessed the capacity to keep with the projects they delight. In any case, the motivation behind why this theme was chosen is that the language utilized in radio media has changed quickly in connection to the verbal correspondence utilized lately. The region concerned is in Sri Lanka on the FM channels and the language utilized in the individual channels. Many radio moderators, regardless of whether they are a propensity or something that streams normally, utilize English terms in the discourse they use to show the pertinent program, for example fan ekadanna Song eka play karanna [2].

This is alluded to as code blending or code exchanging in English Language. It is the term used to allude to something like two distinct dialects. Blended English and Sinhala, for instance, or blended English and Tamil. A code alludes to a language here. Hybridization is thusly alluded to as the term code blending. This blending of code can strike some degree as in an individual can utilize two dialects. Code exchanging in etymology is broadly talked about and utilized. Code exchanging history goes back to Blom and Gumperz. Code exchanging is anything but a semantic wonder, however a mental one, and its causes are clearly additional etymological. In multilingual and multi-social networks, code exchanging is broadly watched.

Exchanging code isn't just common, yet additionally something that can be found in the public eye today, as indicated by Vogt. There are numerous reasons why individuals change to code. It might be on the grounds that the esteem of knowing the out gathering or what can be known as the overwhelming language is regularly connected with a religion, training and a wide scope of exercises and interests. Be that as it may, obtaining or exchanging isn't generally the situation since speakers don't have the foggiest idea about the words in some language. The primary motivation behind this exploration is along these lines to decide the definite motivation behind why the moderators in Sinhala fm channels utilize a code switch or, at the end of the day, a blend of Sinhala and English. It was along these lines important to research why the language is utilized in such a way when Sinhala terms exist for most of the discourse utilized and what are the explanations for these elements and furthermore how society sees this tradition. What is their disposition to

the act of English words in a radio program in Sinhala? Do you think they bring a positive or negative outcome? How can it influence the strategies of the radio stations concerned.

Besides, the motivation behind why this theme was chosen was to decide if the audience inclines toward this or whether they article to the utilization of the language? Subsequently, the purposes behind research on this specific subject [3] are above.

In the antiquated occasions, the radio was utilized for sea purposes. This included sending telegrams among boats and land utilizing the well known Morse code. The Japanese naval force utilized it at first. This strategy was utilized between the close-by vessels and the sinking ship amid Titanic's soaking in 1912. Radio was additionally utilized in World War 1 to transmit requests and correspondences among armed forces and naval forces on the two sides. The improvement of the recognition and area of air ship and ships by radar was another utilization of radio in the pre-war years. Today, radio takes numerous structures, including remote systems and a wide range of versatile interchanges and radio telecom. Business radio communicates included news and music, yet additionally dramatizations, comedies, theatrical presentations and numerous different types of excitement before the appearance of TV. Radio was one of a kind among emotional introduction techniques since it just utilized sound. Individuals have received it as a methods for quieting, pursuing ceaselessly dejection and stresses each day. The radio assumed an emotional job when the TV was not by any means considered. The radio influenced the general population to envision the shows so radio, in a way that expanded individuals' imagination [4].

The manner in which the projects were exhibited to the audience, the manner in which the language was displayed, every one of these issues to the audience. In addition to the fact that it mattered to the audience, yet it likewise made a difference to the makers to give careful consideration to the above variables, since it was essential to get and hold the audience. This issue should be given careful consideration to how a program ought to be conveyed to the audience, in the most punctual occasions, yet even in the advanced period, as radio media contend with numerous other media.

Language can be characterized as one of the essential correspondence frames that assume a critical job in human correspondence. There is a gathering of signs in language whose implications are settled upon by the general population who use them and furthermore by a lot of tenets that consolidate the signs into significant messages. The signs alluded to here are words or vocabulary, while the guidelines alluded to here are sentence structure (see Grammar). These syntactic guidelines will in general control how the words can be orchestrated as expressions and how this word request is shaped or how the words can be organized is alluded to as "grammar." as far as language, one might say that it could be identified with discourse and writing in two structures. Composing flaunts a 5000-year-old history and in this way looks at both discourse and composing. It can hence be said that composing is the most recent structure. It is expressed that the etymologists are substantially more keen on the verbally expressed structure than in the composed language contemplate.

The expressed structure could be characterized as a sound framework and it should along these lines be expressed that most dialects comprise of just 30 to 50 fundamental sounds. They are designated "particles" or phonemes at the end of the day. Phonemes are along these lines joined to frame words and the words are connected to shape states consequently. Therefore, sentence structure rules are utilized now. Punctuation gives a more grounded structure in language [5].

It is consequently important to inquire as to why language assumes an imperative job in individuals' lives. It's for the most part since implications create in our psyches. Language can be portrayed as the correspondence root. A few words have more than one importance, implying that a sentence does not give an exact significance. Thusly, when the sounds are organized to make words and words, sentences are orchestrated. Extra implications are likewise created by the manner in which we talk and by which words are accentuated when the voice rises and falls. These happen through dithering and quietness. It would along these lines be expressed that language has a wide scope of open capacities as short converses with keep up great connections, recount stories and convince, express thoughts regarding science or logic, or even express emotions about verse. Today, numerous researchers contend that how the world is seen and how individuals see you is controlled by the language structure. Language can be said to be a strategy for characterizing what we see.

Above all else, what strategy is it important to characterize? As a rule, an arrangement is an arrangement or strategy identifying with government, ideological groups or organizations intended to impact or decide choices and different issues. So as to be progressively exact on the definition, it tends to be

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accentuated as a strategy that incorporates a core value or methodology, regardless of whether useful or favorable.

In Canada, the Radio and Television Council's essential guideline of piece regards the ethnic equalization. In Part VII of the Official Languages Act, the government and its foundations are called upon to "enhance the essentialness of English and French semantic minority networks in Canada, bolster their advancement and support, and advance the full acknowledgment and utilization of English and French in Canadian culture." Each year, CBC/Radio-Canada tables an activity plan with the Department of Canadian Heritage, which facilitates the endeavors of every single administrative organization included, together with a rundown of earlier year's accomplishments [6].

The utilization of contemporary language in the Sinhala FM diverts in Sri Lanka negatively affects the current etymological purism of the Sinhala language, as moderators will in general code switches in their introductions. Because of the code exchanging utilized by radio moderators in Sri Lanka's FM channels, Sinhala's phonetic purism will before long vanish.

So as to do this examination effectively, the procedure utilized assumed a vital job in discovering why the radio moderators code switch amid their projects. The objective gathering included etymologists, heads of language foundations, speakers, understudies (school understudies and students) and ordinary radio media audience members for the particular research. It was in this manner important to utilize the poll mode to gather information. Notwithstanding the above mentioned

- Questionnaires
- Interviews
- Self-observations were conducted in order to support the argument.

So as to help the contention, the inquiries presented to the language authorities and the heads of media establishments contributed massively to the examination. It turned out to be very helpful from the meetings to comprehend and get the feelings held by media staff on their separate radio channels, and they likewise communicate their suppositions on the other parallel radio channels and their language conduct. It was in this manner seen how one channel sees the shortcoming of another direct as far as language [7].

So as to help the contention, a further examination has been drawn up between a state-possessed radio channel and private channels, their arrangements and language utilize will be talked about inside and out. Rivalry is normal for all individuals. The world is as yet confronting a race of rodents that many have overlooked their qualities, conventions and societies. In this aggressive world, everybody in the public eye is in the attitude of being somebody other than nobody. The motivation behind why this fulfillment exists is basically because of the way that each individual is ravenous to accomplish their particular uniqueness, which is undoubtedly hard to accomplish, particularly when everybody endeavors to accomplish their objectives best.

Be that as it may, rivalry between the radio channels could be featured as something firmly identified with the individual nation's economy. As indicated by market rivalry, the channels contend with one another. For instance, the guarantee of lower exchange costs, higher deals efficiency and increasingly fitting administration has driven banks to build up new electronic and item explicit channels. The more gainful a channel is, subsequently, the better they are available.

In any case, they rapidly discovered that their conveyance abilities exceed the customary branch-driven model they use to oversee them. Thus, they face high effectiveness proportions, expected incomes that never emerge, and channel administrators are inconsistent with the guidelines that measure and reward them. Banks ought to receive another way to deal with the administration of numerous diverts so as to take care of these issues. There is a ton of rivalry in the modern day in connection to the media. Do every single radio station sound the equivalent or a remarkable situating is conceivable and the radio challenge starts here. FM radio channels are additionally progressively thinking that its important to brand and place something in another spot. For instance, Mumbai's Red FM 93.5, the channel as of late repositioned itself as the normal man's voice trying to separate substance [9].

The mass tack was likewise taken by other radio stations, focusing on the "regular man." "the fundamental certainty is that every radio station focus on the basic man. Radio is a nearby business and the normal man is the audience, so most radio stations focus on the regular man.

The majority's consideration is a noteworthy worry for every single radio station, particularly when they need to achieve the main part of the nation's radio audience members. The radio channels thusly see approaches to emerge from their programming and endeavor to have any kind of effect in both their substance and their situating. The facts confirm that there is not really any distinction in substance at

present, yet on the off chance that the quantity of radio stations increments after some time, they should represent something and the situating must be fortified.

Radio channels must interface with their groups of onlookers inwardly. The motivation behind why the basic man is focused on is on the grounds that the issues of the regular man shift from town to town. For their battles, most radio stations were caught up with naming imaginative organizations. Be that as it may, taking into account the majority is by all accounts the principle reason, and there seems, by all accounts, to be not really any separation in the substance of the "listening masses" [10].

Research on radio audience members has appeared an ever increasing number of individuals swing to radio that offers ascend to radio tuning in. This likewise demonstrates the dimension of fruition between fm channels is expanding since an ever increasing number of audience members are deciding on the radio. With watchers progressively swinging to the media, rivalry between the TV slots is high. Rivalry additionally happens in Sri Lanka with radio channels. For makers here on radio channels manage a crowd of people that just tunes in to their voices.

So the voice is the firearm. Many radio stations endeavor to draw in appealing voices to keep their audience members from changing to another radio channel. One strategy they will in general use is to change code to the basic man [11].

There is no totalitarianism or bodyism that could be utilized in TV slots, so it ought to dependably be borne as a main priority that new manifestations are the most ideal approach to pull in the audience. This implies radio challenge is higher than some other medium. A ton of ability is expected to contend and hold the audience gatherings. To enthrall the audience, many radio channels communicate theatrical presentations.

The speakers must ponder with the voice to shield the audience from swinging to another channel. In this way, rivalry is a lot higher than some other kind of media. Many radio stations in this way endeavor to make full utilization of the voice and furthermore bring bright projects that rouse the audience to pursue the pressure far from the radio. The radio audience is desolate, so it ought to dependably be borne at the top of the priority list to address their issues and quiet the audience.

The information gathered to help the examination would be broke down in this segment. For the examination, both essential and optional information have been gathered. Essential information were utilized to raise the crowd's attention to the language utilized in fm radio channels and to find out about their dispositions to code exchanging in fm channels.

The objective gathering for the accumulation of information was alumni, etymologists, educators of various dialects, radio channel audience members and radio channel heads. Many restricted the utilization of English terms in Sinhala fm channels, famously known as code changing, as per most of those met and among the individuals who circulated the surveys.

Numerous feelings on the utilization of dialects in Sinhala fm channels were acquired dependent on the information got with the utilization of surveys to help the examination. Hundred surveys were conveyed in such manner, that is, fifty among alumni and another fifty among language educators, etymologists and radio audience members [12].

The students have a place with the 16-30 age classification, where the other fifty, among whom the polls were flowed, fell into the class of more than fifty years old. Regions that were addressed by the last fifty were urban, sub-urban, while students came for the most part from towns and urban territories. It ought to be called attention to that two alumni were visually impaired understudies.

Most of students tuned in to the radio amid the weekdays in connection to the information acquired, and the purpose behind this was to unwind after arduous examination hours. The surveys demonstrated that most audience members liked to tune in to private radio channels. They likewise supported projects, for example, news, musicals and highlights. At the point when inquired as to why they were chosen, they said that social occasion data and excitement was all together. Some even said such projects are vital to life [13].

As respects the most vital piece of the poll, their perspectives on the exchanging of language code found that the lion's share expressed that the present radio stations blend two dialects. For instance: Play karanna tune eka. They have stated, in any case, this likewise relies upon the radio channels they tune in to. At the point when gotten some information about the utilization of one language, what they said was that the message could be effectively comprehended along these lines. At the point when gotten some information about blending two dialects, be that as it may, what we for the most part allude to as a s code exchanging was that the audience was not able handle the message and, in addition, they were sufficiently

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brutal to state that everything ought to be restricted and the language destroyed. Further code exchanging has demonstrated that the nature of the declaration style is additionally debased. Be that as it may, some trusted that blending two dialects would enable them to build up their English learning [14].

Numerous DJs utilize Sinhala and English patterns, particularly Sinhala's private radio channels, as per interviewees. Another critical factor featured was that they not just blend English in their introduction of the program, which is basically done in Sinhala, however they likewise will in general speak Sinhala with an English inflection. On the off chance that cautiously saw in a Sinhala fm channel, it very well may be seen that they utilize more English words than Sinhala and he likewise alluded to language decimation. Why it was said that our nation is the main nation that speaks Sinhala and we have the directly to secure our first language and not crush it. It was additionally expressed that before individuals learn English, they should ace their first language and this point was brought against a reaction from another interviewee who trusted that when English terms were utilized, they could comprehend English words [15].

Moreover, it was contended that we should be glad for Sinhala and Tamil, which are the two fundamental dialects utilized on our island, and numerous interviewees trust that it is just when you speak Sinhala fluidly that you can see some other language. He drew the sentence beneath for instance:

"Ada weather eka"

Which is in English:

"Todays weather"

As indicated by this sentence, the interviewee expresses that in 2009 the DJs will say "Climate" overlooking "kalagunaya" and the cutting edge won't catch wind of a word, for example, "Kalagunaya," however just "Climate," and thus, their youngsters will never think about the presence of a word, for example, "Kalagunaya." This is the manner by which he puts it. This is the means by which he puts it. Our mom talks and comprehends Sinhala and Tamil and our correspondence would be lost the day we don't talk our first language. So there's nopenatriotism. Moreover, we figure we don't have a mother and are stranded or received. A main college director said individuals' code exchanged for comfort and there's no mistake in it.

Nonetheless, he focused on that it doesn't imply that we can utilize English words amidst Sinhala sentences as a training. He gave a case of "Pariganakayenaraganna." What he says is that many will be happy with utilizing "pariganakaya" rather than the word. He additionally demonstrated how advantageous the moderator would be.

Despite the fact that the code exchanging pattern has pulled in numerous youngsters to analyze the study results, it has been perceived what number of restricted the blending of the two dialects. They think our first language is decimated. They at last trust that the future age would not have its own language. Numerous in this way restricted the blending of the two dialects.

The state-possessed channels were seen to be less inclined to code switch. The explanation behind this might be that state-possessed channels pursued certain arrangements, while the private divert was profoundly engaged with code changing because of commercialization. It was uncommon to find that Sri Lanka Broadcasting Corporation moderators were occupied with code exchanging, while code exchanging was not something new on account of most private channels.

While tuning in to a youngsters' program, it was very astonishing to locate that numerous private diverts were engaged with code exchanging. The end that could be drawn is that the new age has just been assaulted by the pattern of code exchanging. The kids in this program utilized words like

- Washroom
- Driving
- Copy

When one moderator utilized "duplicate," it was seen that the other moderator utilized "balagenaliyanawa" If one could utilize the real Sinhala word, it is thusly sketchy why the other couldn't utilize a similar word. So English words were utilized for style amidst Sinhala. It is comprehended that code exchanging has not just impacted the present age, which is regrettable without a doubt. There is in this manner a propensity to wreck the language of Sinhala [15].

This examination demonstrated that numerous patterns enormously affect the media, for example, political impact, western impact, urbanization and radio challenge. The motivation behind the examination was to discover why the moderators switch code in Sinhala FM diverts to utilize language in FM directs in another sense and why they switch code.

What was uncovered from this exploration is that the larger part were audience members to the Sinhala blade divert and amidst Sinhala sentences they were completely restricted to the utilization of

English. For they thought it demolished the native language and eventually left our nation without our very own language.

In any case, when we analyze the patterns that have influenced the media throughout the years, specifically with respect to radio challenge, we could presume that the moderators are occupied with code exchanging on the grounds that they should be in front of the rest. This is a direct result of radio challenge. They additionally need to utilize code exchanging as a device for moving toward the regular man. It is perceived how the Sinhala-English blended language is utilized in the radio to get a handle on the basic man.

In contrast with the men, a bigger number of ladies tuned in to the radio. Most audience members figured the utilization of English in the Sinhala introduction would hurt the native language. This examination was done in the acquaintance referenced above with discover why the moderators change to code for what reason and to discover the general population's frame of mind to this code exchanging on radio channels.

It could in this way be obviously expressed that, because of radio challenge, they code switch and furthermore as a pattern. They conceded in a specific radio channel that they would not discuss it and what they said was that they were left with no decision, as the backers requesting that they do as such that they could achieve the regular man and be one of a kind. As a major aspect of publicizing and commercialization, it could accordingly be featured. Society has a totally negative demeanor to this idea since it delays to see the demolition of the first language.

In this way, numerous etymologists said that our first language is in threat as a result of the financial purposes, which would before long lead to the vanishing of a language one of a kind to us. While some said it is advantageous to utilize English words amidst Sinhala words, others contended that it helps accelerate the language's vanishing.

Along these lines, conclusions demonstrate that the exchanging of code totally wrecks the Sri Lankan character of Sinhala as its primary language. It would before long be the reason for Sinhala's vanishing. Most are accordingly restricted to the code exchanging pattern utilized in Sinhala fm channels and contradict this pattern. The exploration discoveries in this manner dismiss the utilization of English words with regards to Sinhala's introduction aptitudes.

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A Study of Mass Media's Role in Child Development

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The improvement of child has been respected by policymakers in India and different nations as a need segment. In present day society, another age of children's has grown up with TV introduction. In current society, the effect of TV on children's' identities must be inspected experimentally and efficiently. Children's spend a huge piece of their time sitting in front of the TV programs. Child are vigorously affected by TV programs. Guardians and parental figures have an extraordinary obligation to give children's the correct introduction in the development of TV propensities, the choice of TV programs and the effect of TV on child. Correspondences media, including TV, have an extraordinary social obligation regarding advancing solid children's' identity. In practically all creating nations, correspondence has been acknowledged as an indispensable piece of national advancement arranging. The job of TV in the advancement of children's is likewise subject to worldwide logical research. Research managing only with the effect of TV on the advancement of child is rare because of the absence of writing. Most conduct researchers have seen that an excessive amount of children's' TV review would reject other solid exercises.*

Key Words:

The improvement of child has been respected by policymakers in India and different nations as a need division. Our Constitution's establishing fathers given a progression of explicit shields for the improvement of HR in the nation. The Principles of State Policy Directive accentuate the improvement of child. Broad communications, including TV, are developing marvelously over the globe. Logical research in India and somewhere else is liable to the job of TV as a vehicle of correspondence and advancement. In current society, another age of child has grown up with TV presentation. The effect of TV on the identity of children's in creating nations, for example, India and Iran must be analyzed logically and efficiently. This paper tends to the job of TV in the improvement of children's.

As indicated by the most recent measurements, child make up more than 1/3 of the total populace and almost 50% of the total populace is younger than 25. In the time of globalization, advertise powers control media foundations and administrations. In the time of mechanical unrest, the media organization is likewise spreading worldwide culture. Basically, from the perspective of their commitments to kid improvement, media foundations have not lived up to individuals' desires. Becker brought up that the quality of world private enterprise is straightforwardly connected to its capacity to move products, yet additionally thoughts and philosophies that continue individuals' utilization levels when all is said in done. The development of commercialization among children's and children's is, as indicated by Sheykhi, an immediate result of the development of transnational broad communications overwhelmed by market powers.

The Center for the Study of the Education Institute for Children, Youth and Media reports that a developing extent of exchange worldwide media markets is presently overwhelmed by few vertically incorporated multi-media organizations that national governments appear to be not able stand up to. The worldwide organizations have now created universal media advertises that advantage worldwide buyers. In the time of media and economy globalization, the hole among worldwide and nearby media points of view is decreasing. Researchers have noticed that child don't get transnational media yield latently. Media and children's' connections are liable to genuine media discussions and examinations around the globe.

Buckingham notes: "as of late, mechanical improvements and worldwide monetary deregulation in the media business have prompted a huge increment in channels and outlets. For these new administrations, children's have been a key target advertise and most link/satellite bundles offer something like six committed child' stations. Children's have additionally turned into an objective market for media organizations that is progressively essential. In the meantime, the child' group of onlookers is converging with the youthful crowd progressively. Rather than child' projects explicitly, child have constantly liked to watch programs went for the overall population."

Child are effectively connected with media benefits as customers, however they need to give merchandise and ventures from the perspective of their regular day to day existences. Experience demonstrates that child additionally use media stories to mirror their very own encounters. "Media foundations have likewise observed the child' goals and have begun giving administrations to create child who are proficient in the media, since it is important to put resources into teachers and guardians who are educated in the media," Gotz et al said.

In this time of aggressive media administrations, children's are never again quiet onlookers. Researchers and supporters of the privileges of child have unequivocally contended for (a) the acknowledgment of the directly of child to have a voice in the media, (b) the reception of media programming principles dependent on a reasonable comprehension of the privileges of child and (c) the utilization of the code as a device to screen different types of infringement of the privileges of child in the media. There are not kidding talks the world over about the media set of principles to understand the privileges of child driven by the Working Children's Concern. Children's are likewise progressively mindful of the absence of media activism in connection to the assurance of child' rights and the improvement of child' identities.

In fact, television was one of the 20th century's greatest inventions. John Logie Baird was credited with inventing the first mechanical working TV system in 1926. Vladimir Kosma Zworykin demonstrated a television system with a "kinescope" cathodray tube, which is the basis of modern television. Television is essentially an audio-visual communication medium that makes the best use of sight and sound. This unique medium provides humanity with information, education, advertising, entertainment, advertising, propaganda and other services by combining sound, image, motion, color and drama. It appeals to one's sense at the same time.

The eye is a standout amongst the most dominant tactile organs and 66% of learning is considerably more visual than what individuals gain from the feeling of sound. Broad media data endures in your memory for quite a while. The shading nearness enables you to demonstrate things in regular hues that enhance the dimension of correspondence. The movement gives the correspondence procedure another dynamism. The other primary component is the show in the introduction. The nearness of these rich theater qualities in TV subsequently makes the correspondence procedure increasingly proficient and encourages watchers to see data.

The live idea of TV enables visuals and data to be transmitted in a flash. This TV capacity is perfect for transmitting live news visuals and distinctive occasions. An extensive number of gatherings of people who can't peruse or right can stare at the TV and access the TV data. TV is additionally a wide yield, range and reach as a correspondence medium. Television is commonly recognized naturally as a transitional correspondence medium. It's unique in relation to other correspondence media. It consolidates amazing visuals with radio's close to home quickness. This various media character gives TV an extraordinary capacity to pass on authenticity that candidly includes watchers in the program. It empowers groups of onlookers to observe changed occasions the world over. The new media enable groups of onlookers to participate in changed occasions by posting their remarks on sites. TV has a colossal effect on current society as a mass medium. No medium has ever overwhelmed the lives of individuals like TV. Television has now supplanted the film as a fantasy machine and has developed as the most famous and amazing mass correspondence medium. TV is essentially in charge of the world's fast decrease a world without outskirts. Unmistakably in present day society TV assumes a prevailing job. TV is generally comprehended to have a constructive and antagonistic effect on individuals.

Today individuals invest the vast majority of their energy viewing an assortment of national and outside TV programs. Television is said to be the substantial load of every mass medium great. Nicholas Johnson notes: "TV is one of the most grounded powers that man has ever released on himself." It demonstrates the significance of TV in our lives and the sensational changes that it has achieved in our advanced society.

The exceedingly propelled TV cameras can likewise take in closeness to pictures or space and the remote ocean. The medium uses close-up shots bounteously. TV is otherwise called the nearby medium.' The qualities of individual correspondence are new correspondence advances, for example, PCs and broadcast communications. TV is likewise an intuitive medium that profits by live shows, telephone in projects and video meetings. New innovation, rather than a regular PC screen, has likewise made ready for simple access to the Internet on TV. TV has along these lines turned into a multifaceted medium that is good with new correspondence advancements.

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Children's spend an extensive piece of their time sitting in front of the TV programs. Children's are vigorously impacted by TV programs. Guardians and parental figures have an extraordinary duty to furnish children's with the correct introduction in the development of TV propensities, the determination of TV programs and the effect of TV on child. Most conduct researchers have seen that a lot of child' TV review would reject other sound exercises. The essential contrast among actuality and dream is additionally extremely troublesome for children's to get it.

The children's are significantly pulled in by the captivating TV. Experience demonstrates that the age and phase of improvement of children's have a major effect. It is likewise evident that rehashed encounters can move toward becoming examples of youth and pre-adulthood. Child are not brought into the world with partialities, yet from the general population around them they learn them. TV can present stories, customs and tunes to child. The sorts of messages that child get from TV influence how they consider others. Children see skin contrasts as right on time as a half year of age and start to address how individuals are indistinguishable and diverse by their second year. Among over two and three and a half years, children's start to retain messages about individuals from different races from guardians, neighbors, companions, books and TV.

In children's' intellectual development and advancement, the initial two years of adolescence are so imperative. Children's younger than six as a rule think that its hard to decide the contrast among dream and reality on TV. Children's between the ages of six and nine will undoubtedly have some trouble in deciding the distinction among dream and reality, particularly on the off chance that it would seem that reality. They will in general appreciate the legend or the courageous woman and need to be. More established offspring of elementary school age are probably going to be bothered by material dependent on actualities, which could imply that they could be aggravated. They are interested about the universe of teenagers, sex and style and can be deluded by the path connections among young men and young ladies are appeared on the TV screen. As indicated by exact discoveries, the TV programs influence child in a few different ways. Child must comprehend and appreciate the blend of contrasts in the public eye's ways of life and conventions.

Television can have both positive and negative effects, and many studies have examined the impact of television on society, especially children and adolescents. The developmental level of the child is a critical factor in determining whether the positive or negative effects of television and other media. Television viewing often limits children's time for vital activities such as playing, reading, learning to talk, spending time with peers and families, storytelling, regular exercise and other necessary physical, mental and social skills, according to several studies.

In buyers, including children's, TV has a solid impact. Be that as it may, this impact can be comprehended in a more extensive and progressively complex structure of people and gatherings' ways of life and social relations. TV is additionally in charge of building implications and the capacity to translate what child watch or don't watch, and TV can impact how child comprehend what they watch from the substance of TV and its implications. Research in different parts of the world has demonstrated the significance of direct connection among TV and child.

Researchers likewise inspected children's' TV encounters. The vast majority of the examination on media impacts was at first done in the West since the spread of the media was quick and the effect of the media and society there was solid. The specialists concentrated on the hypothetical parts of the media the executives and conveyance framework in the main stage. In the second stage, the analyst led examination into the impact of print media, film and radio during the 1940s, since numerous on the planet did not feel the nearness of TV. The third stage saw the new research stage that underlined the effect of TV on child. The main analysts who considered the job of TV in children's' lives were Himmelweit, Oppenheim and Vince and Schramm, Lyle and Parker. The specialists concentrated fundamentally on children's' TV seeing propensities as opposed to the effect on offspring of TV. Be that as it may, when early investigations contrasting watchers' perusing abilities and those of no watchers neglected to affirm the hindrance speculation, the underlying confidence appended to the restraint theory declined.

The United States saw extraordinary brutality delineated in TV programs during the 1970s. This circumstance prompted the arrangement of a Scientific Advisory Committee on Television and Social Behavior driven by Jesse Steinfield by policymakers in America. He reports: "The trial discoveries are frail and are not by any stretch of the imagination predictable between studies. In any case, they give suggestive proof for the elucidation that watching viciousness on TV is helpful for an expansion in forceful conduct, despite the fact that it must be stressed that the causal succession is probably going to apply just to a few

child who are inclined toward this path and that TV is just a single of the numerous components that can go before forceful conduct.

The confidence in the theory of hindrance was reestablished during the 1970s by the distribution of two sorts of proof that energized the doubt that America's childhood's perusing abilities had changed for the more awful. To start with, in various surveys of test score patterns distributed in the center as far as possible of the 1970s, it was reasoned that the perusing aptitudes of child had declined significantly since the mid-1960s. Second, a few examinations on the utilitarian education of (youthful) grown-ups have been distributed, a large portion of which have given the feeling that numerous Americans have not been sufficiently furnished with the composition and perusing abilities important to utilize and comprehend the written word. Driven by the restored open discussion, numerous analysts have directed examinations, particularly since the mid-1970s, on the job of TV in children's' lives. The job of TV in the advancement of scholarly and social abilities in the tyke was additionally analyzed by specialists.

The 1990s saw a progression of sorted out and logical investigation into the impacts of TV on the identity and advancement of child. The scientists directed a few test thinks about that demonstrated that TV content did not deliver a similar reaction from all TV watchers. They likewise watched the association between the boost and the children's' reaction to TV programs. In ongoing investigations, a few mediating factors have been distinguished, for example, identity factors, the family condition, social variables, financial components and social elements, which have significantly affected children's' TV seeing propensities all in all and the impacts of TV on child. A few examinations have likewise appeared defended or compensated viciousness greaterly affects children's sitting in front of the TV programs. An audit of tyke and TV explore did over the previous decade additionally demonstrated that the biggest extent of "impacts" ponders concentrated explicitly on animosity. Norma Pecora brings up: "The worldwide idea of TV for child must keep on being considered later on as far as industry financial matters, near investigations of mechanical accessibility and utilization of the media, and the social and social ramifications of non-indigenous messages and portrayal. Media viciousness issues were the focal issue in the discussion about the connection among children's and the media.

The beginning of the 21st century saw multi-dimensional and multi-directional investigation into the effect of TV on children's. TV has turned into an entrenched correspondence medium that has pulled in groups of onlookers including child' consideration. In the period of media globalization, showcase powers communicate TV programs that unfavorably influenced child. Various researchers concentrated principally on children's' frames of mind to TV seeing, guardians' mentalities to TV seeing, parental intervention in child' TV seeing, the effect of TV promoting on child and different perspectives.

There are numerous TV channels that offer mankind more prominent decision and programming quality (both positive and negative). TV is currently an intuitive involvement in which child can connect carefully while viewing and proceeding with the online experience. Obviously TV seeing, similar to any beneficial experience, must be overseen and checked at an early age with diminishing supervision, as children's figure out how to deal with their very own review conduct, fundamentally evaluate what they see and talk about any issues or worries that emerge from what they have seen. Contemporary research has demonstrated that TV is a fundamental piece of current culture for some families and must be observed and made do with expanded parental trust in mechanical advances. It is essential for guardians to be upheld and enabled through their very own administration decisions and the utilization of accessible advances that have profited by human availability.

The advancement of children's is certifiably not a solitary component of human improvement. There are a few highlights that portray the advancement of children's. Speed and advancement designs, improvement systems, populace contrasts, singular contrasts, engine advancement, intellectual advancement, passionate improvement, social advancement, language improvement, etc are noticeable among them. Every one of these parts of tyke improvement have been brought into the setting of formative brain science,' which alludes to the advancement of people all through their lifetime. The general improvement of child is the advancement of child all in all. Since the 1950s, the job of TV in the advancement of child has been broadly examined the world over. A few commissions and people analyzed the impacts of TV projects and plugs on explicit portions of the total populace, specifically children's. A lot of research has been done to build up a critical information of the job of TV in the advancement of children's. Mc Luhan brings up: "we have to find out about what components of TV programs influence the identity of child and what preventive estimates will be successful in molding child' identities later on, since TV develops types of felt that are on a very basic level not quite the same as those utilized in print or other media."

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Van Evra did an escalated and broad audit of significant TV and kid advancement ponders by both correspondence researchers and kid improvement therapists. She likewise brought up that moderate review of TV projects would assist child from distraught foundations with developing their relational abilities. She likewise said mechanical advancements, for example, VCRs, links, home recordings, computer games, PCs, and so forth. Had new impacts on child' lives. Researchers have additionally perceived that TV has empowered children's to gain proficiency with some star social conduct. The hypothesis of employments and satisfactions additionally called attention to that substantial TV seeing prompted an increasingly genuine exertion to acquire data and information from what the group of onlookers saw.

Edgar and Edgar watch: "television projects can invigorate the creative energy of a youngster and open up the unlimited open doors displayed by life. Like great books, great TV projects can build the comprehension of the universe of children's. Child more than once observe great projects and watch them develop more established, learning diverse things each time since they can turn out to be progressively refined with quality. Great children's TV incorporates programs planned particularly for child that mirror the multifaceted nature of passionate changes in the age gathering and address clashes that such assorted variety demonstrates genuinely. Innovation empowers projects to be planned that are suitable for a particular age gathering, yet additionally at various dimensions of improvement inside that age gathering. Great programming can instruct child profitable exercises in network living.

TV has additionally turned into an unmistakable instructive medium since it utilizes a language or image framework that varies from different interchanges media from multiple points of view. It furnishes child with progressively experiential implications and helpful instructive bundles. Sesame Street's prosperity is the consequence of a blend of a well-working transmission innovation and an image framework that generally speaks to common substance in an exceptionally appealing manner. Much research has been done on the job of TV in the improvement of child. Piaget distinguishes four noteworthy phases of kid advancement, specifically the tactile engine (0-2 years), pre-operational (2-6 years), solid task (7-13 years) and formal activities (after 14 years). TV projects can encourage the subjective improvement of child on the off chance that they are delivered and communicate as indicated by the child' particular needs. Studies have demonstrated that children's become familiar with certain personal conduct standards through cautiously arranged, planned and communicate TV projects to enhance child' psychological improvement. Research has additionally demonstrated that TV programs have had positive and negative impacts on child.

Heather et al. remark: "In spite of the fact that exploration plainly demonstrates that very much planned, age-fitting, instructive TV can profit pre-school child, examines on babies and newborn children recommend that these youthful child can more readily see genuine encounters and gain from them than they do from video. Early presentation to age-suitable educational modules programs is related with intellectual and scholarly enhancement, while introduction to unadulterated stimulation and, specifically, fierce substance is related with less fortunate subjective improvement and less scholastic accomplishment. Children's TV research can illuminate child' media makers ' rules to enhance learning. Specialists have given data about the job of TV in building up the subjective aptitudes of child who wind up dynamic clients of the media following three years. Aletha Huston and John Wright proposed a TV consideration hypothesis that TV includes that drive the consideration of children's can change as a kid ages. The child have been less affected by discerning quiet and have possessed the capacity to give careful consideration to educational highlights, for example, discourse and account.

Daniel Anderon contended that survey TV depended on child' dynamic perception. Pre-school child gave careful consideration to child' projects than to promotions, they said. Children's additionally figured out how to sit in front of the TV techniques by utilizing their insight into formal highlights to control Campbell's consideration. Kremar found that child more youthful than two scholarly vocabulary superior to encounters, all things considered, than comparable video introductions. Crawley and others it has been discovered that TV as a medium has no aimless negative impact on consideration abilities, yet can show explicit consideration aptitudes and systems whenever structured and introduced appropriately. Concentrates have additionally appeared instructive TV programs dependent on an educational modules intended to impart scholastic or social aptitudes show the child their expected exercises.

Zimmerman and Christakis noticed that investigation into children's' intellectual advancement resounded worries about TV presentation before age two. As indicated by Crawley and others, TV programs likewise can exhibit quick and conceivably durable impacts of critical thinking abilities, particularly for child' customary watchers of the program. Ball and Bogatz called attention to that various Sesame Street TV

programs for youthful child center around an assortment of scholarly and social aptitudes to help plan children's for school passage. Noise and Calao noticed that sites dependent on an expert educational modules for pre-school children's empowered them to learn scholarly and social abilities that had long haul impacts. Concentrates have additionally settled a very much characterized connection between introduction to TV and the advancement of children's around the world. Vandewater et al. noticed that review TV does not uproot children's' instructively profitable exercises, except for child and children's with uncommonly high TV presentation.

A meta-investigation of twenty-three examinations led by Williams et al. showed that moderate TV seeing (a couple of hours daily) was emphatically connected to scholastic accomplishment, however higher rates of TV seeing were related with diminishing scholarly accomplishment of children's. Concentrates have likewise featured the significance of early introduction to TV programming explicitly for instruction, which has enhanced children's' scholarly accomplishment. As indicated by Anderson et al., early presentation to instructive writing computer programs was additionally emphatically connected to various different elements, for example, the inclusion of recreation time perusing in extracurricular exercises.

Training programs are emphatically connected to by and large accomplishment measures and conceivably long haul impacts. Harris and Williams announced a positive connection among execution and home utilization of PCs and the Internet. Fisch proposed that makers coordinate however much as could reasonably be expected story and instructive substance to augment children's' intellectual assets. Fisch contends that the exchange of learning and simple thinking in child can be amplified not just by rehashing instructive messages amid the TV scene, yet additionally by changing the settings in which every introduction is exhibited. He likewise proposes that exhibiting a similar exercise, for example, a particular issue - settling technique, can build the adaptability of a tyke's psychological portrayal of this methodology a few times utilizing distinctive sorts of models.

Friedrich and Stein additionally expressed that the co-seeing and mediation of guardians would expand the adequacy of instructive programming by attracting consideration regarding the most essential parts of the program and by broadening the exercises offered in the program. As indicated by them, co-seeing with a parent or other grown-up can build the taking in of a tyke from instructive TV, particularly if the coviewer effectively intervenes by attracting thoughtfulness regarding the issue expressly and asking and noting questions. Gaining from instructive programming can likewise be enhanced if a grown-up gives input or stretches out exercises to children's who, as per Haugland, need free intelligent experience. Studies have featured the job of TV in the advancement of intellectual abilities and scholarly accomplishment of child who can profit by early TV presentation. TV affects the lives of contemporary children's who are the country's future manufacturers.

The improvement of children's in India, Iran and other creating nations is of incredible significance. Adolescence is viewed by advancement analysts as an imperative stage in human improvement. Youth really diminishes because of different social, instructive, financial, political, mental, social and natural factors and powers that have irritated the adolescence. A few partners are in charge of advancing sound children's' identity. After autonomy, different kid advancement measures in India and Iran have been created and actualized to encourage the solid improvement of children's who are the future country manufacturers. Correspondences media, including TV, have an extraordinary social obligation regarding advancing solid children's' identity. In practically all creating nations, including India and Iran, correspondence has been acknowledged as a basic piece of national improvement arranging. The job of TV in the advancement of children's is likewise subject to worldwide logical research. Research managing solely with the effect of TV on the advancement of children's in India and Iran is rare because of the absence of writing.

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THE ROLE OF MEDIA IN EDUCATION

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media education is a kind of an engagement with the world in which we live. This paper show that relationship between the education and media. It contains the role and importance of media in providing education, rural education and for social awareness. It also talks about the use of media in classroom and in the teaching learning process. This paper is representing the extensive and extreme use of media in education content and its social impact upon society because of its inherent ability to reach large number of public.*

Key Words: *Education, Media, social impact , social awareness.*

Education is the process of learning and knowing, which is not restricted to our school text-books. The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost the a as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness. The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives.

Role of Mass Media in providing Education Mass media :-

Television programs, internet websites, feature-length films, newspapers, music tapes and CDs, magazines, billboards, radio programs: essentially, a tool/technology which is used by someone to transmit a message to a large external audience is called mass media. John Dewey stated that education could not be limited within teacher and taught without social environment. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom. Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, color, geographical, sociological, economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media i.e. newspaper, TV, radio, magazines, journals, films, etcThe teacher must use the educational media and methods effectively in the classroom.

Mass media for rural education and environmental awareness media and print media and its usage play a important role for the development of rural education. Various forms of mass media such as television, radio, handy video cameras, interactive video, computer and print media (news papers, magazines bulletins, leaflets) can be used for the development of rural education. Door darshan is telecasting the latest information on agricultural education and rural development through electronic media, covering majority of rural population. The findings of various studies stated that impact of TV was more on small farmers and illiterates. They watched the agricultural programmes and adopted the recommended practices. A majority of the farmers viewed TV programmes for the sake of education. Agriculture is the mainstay of the Indian economy and approximately half of the Indian population still gets their livelihood directly from agriculture. Most of India's poor live in rural areas and are engaged in agriculture. Climate change and food security have become burning issues in the world. Continued deforestation is a major challenge for forests and livelihood and one of the major causes of environmental degradation in India can be attributed to rapid growth of population, which is adversely affecting the natural resources and environment. The growing trends of population and consequent demand for food, energy and

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housing have considerably altered land - use practices and severely degraded forest area as well as environment. These include pressure on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water scarcity and pollution. For agricultural development, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time. Mass media (electronic and print media) are playing very important role in creating environmental awareness and dissemination of new agricultural technologies among the rural people. Different information tools like radio, television and news paper are spreading awareness related to climate change and environment protection among the rural people at the faster rate than personal contact. The production and distribution of printed materials such as book, magazines, newspaper and brochure may help in transfer of new information's and technologies whereas radio and television are the important tools for dissemination of quick information.

The Role of Social Media in Education Life

These days we are living in the fast developing society which every day offers its inhabitants a great number of new possibilities. Predominantly, these unique opportunities concern the advancement of social media that have noticeably permeated the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion. In general, the term "social media" implies the number of activities that include socializing and networking online through words, pictures and videos. To some extent, it is a two way discussion which brings people together to discover and share some information, interests as well as ideas. Admittedly, social media can range from social bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online collaboration spaces.

Implementation of Social Media Into Education

Life Nowadays, many educational establishments are beginning to embrace social media into their everyday life. It is a wellknown fact that Twitter and Facebook are considered to be the fastest ways of finding information that might be of great value for all students. Remarkably, these websites can be easily used for creating a discussion in the classroom. Interestingly, it is possible to create a chat room that can be embedded later to some blog and scheduled to open at a specified time. Actually, all teachers can easily pull new stories from any of these online sources and the students can put any questions in order to develop the further discussion of the previously downloaded article. Speaking about various blogs, they can be utilized to encourage creative writing and to enrich grammar skills. Thus, the professors here are welcome to suggest their requirements for writing projects that are to be fulfilled by the students within certain deadlines. On the whole, one of the biggest assets of each social media tool lies in bringing together the students of all ages to help them with all types of assignments, starting with the homework and finishing with different researches. It is worth mentioning that such phenomenon as geo-tagging has a great future perspective in education life, owing to the fact that it can be used to target and find necessary data about the places that are being studied. In addition, it has been scientifically proven that social media can assist the students in solving their engagement crisis. Indeed, the lack of engagement has become the main reason for students' expulsion both from the course and college. In this case, social media engages them into close communication and collaboration with their instructors so that the studying process is properly maintained.

The Use of Media in Teaching – Learning Process

Learning is a process to acquire knowledge. It needs hard work and sometimes will make students frustrated and get bored, so that they lose their attention to a lesson. In this case, the use of media in teaching- learning process is needed to attract students' attention and to make teachinglearning activities more interesting and also effective. The use of media in teaching- learning process is not a new thing. Many teachers know that media will be helpful. This situation causes a problem. The use of media is questioning whether it really helps teachinglearning activities or not. Based on that assumption, the writer wants to find out the fact of the use of media in teaching- learning process, whether media can help teaching- learning process or not. By reading this article, readers will get a real experience of the use of media, which can help learning process. Besides, they will also know some obstacles that may arise from the use of media, how to overcome them, and detail example of how to conduct teaching- learning process by using media, especially globe and map. This article will provide an interview of a teacher's experience in implementing media for teaching social studies. Usually use of media is very useful to teach social studies by this we can use pictures

from encyclopedia or else, a globe, a map, and internet to teach social studies. the students had to find all-important information including the map, flag, landmark, famous buildings, mountains, traditions, etc. By using media in teaching, students' improvement can be seen clearly. The use of media in teaching- learning process has also several advantages. Media could raise the students' interest of the lesson and media is important to lead students' attention. Media increase students' responsibility to control their own learning. In brief, we can say that the use of media in teaching- learning activity is good.

The Importance of Media in the Classroom

Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for illustrative purposes. Students view media as exciting learning aids, making learning entertaining and less monotonous, according to the report "Benefits and Risks of Media and Technology in the Classroom "from the UCLA Office of Instructional Development.

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends. Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is seemingly old hat Although "movie day in the classroom" has shifted from slides and projectors to DVDs and YouTube as a result of rapidlychanging technologies in the 21st century, media use in the classroom remains prevalent none the less .Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes anarchic scenes, there is a lot about which to be optimistic and hopeful. Traditionally, the mass media and education have enjoyed a love-hate relationship. On one hand television and newspapers particularly, have provided On the other, however, their newsrooms never seem to hesitate when controversy rears is ugly head. The power of media is so extensive and huge; it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into creation of dedicated TV & radio channels and magazines. People can listen, watch and read latest news whenever and wherever they want.

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MEDIA: TYPES AND CHARACTERISTICS

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media refers to a means of message delivery system to carry an ad message to a targeted audience. The main tasks of the media planners is to select the most appropriate media channels that can effectively communicate the advertising message to a targeted audience. The media can be classified as print media (Newspapers, Magazines), broadcast media (TV, Radio), outdoor or out of home (OOH) media and internet. First, Newspapers is major source of information for a large number of readers. It may be national or local, daily or weekly newspaper. A magazine is a specialized advertised media that serves educational informational, entertainment and other specialized needs of consumers, business and industries. Second, the broadcast media television is a principal source of information and entertainment for the people exposed to mass media. Radio is premier mass medium for users and advertises. Third, outdoor or out of home media is the supportive medium for advertisers. It included billboards, boarding, neon signs posters etc. Transit advertising includes uses billboards, neon signs and electronic messages. Cinema and video advertising have audience from all classes and socio-economic groups of society. Fourth, Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers. It is a rapidly growing medium of advertising. Thus, the present venture examines the various types of media and its characteristics.*

Key Words: *newspapers, radio, boards, internet*

1. INTRODUCTION

The word media comes from the Latin plural of medium. Media is the plural form of medium, which (broadly speaking) describes any channel of communication. This can include anything from printed paper to digital data, and encompasses art, news, educational content and numerous other forms of information. Digital media, which makes up an increasingly vast portion of modern communications, is comprised of intricately encoded signals that are transmitted over various forms of physical and virtual media, such as fiber optic cable and computer networks.

2. TYPES OF MEDIA

The media can be classified as print media (Newspapers, Magazines), broadcast media (TV, Radio), outdoor or out of home (OOH) media and internet. First, Newspapers is major source of information for a large number of readers. It may be national or local, daily or weekly newspaper. A magazine is a specialized advertised media that serves educational informational, entertainment and other specialized needs of consumers, business and industries. Second, the broadcast media, television is a principal source of information and entertainment for the people exposed to mass media. Radio is premier mass medium for users and advertises. Third, outdoor or out of home media is the supportive medium for advertisers. It included billboards, boarding, neon signs posters etc. Transit advertising includes uses billboards, neon signs and electronic messages. Cinema and video advertising have audience from all classes and socio-economic groups of society. Fourth, Internet is a worldwide medium that provides means of exchanging information through a series of interconnected computers. It is a rapidly growing medium of advertising.

3. CHARACTERISTICS OF MEDIA

3.1 PRINT MEDIA

Print media is a form of communication that comes in many different types. Messages can be sent out and printed on fliers, in newspapers, billboards and magazines. Once the pieces are printed, they are distributed to their proper audience. The communication can be used to send information on promotions or updates on news or events. Over the years, print media have become a less attractive source of information because of the time it takes to produce such materials. In order to print newspapers, magazines and other media for distribution, the products must be designed, and the text must be written and thoroughly checked for errors before being sent to the printer. Once the copies are printed, they are posted for mail delivery, dropped off at newsstands for purchase or delivered to people's homes. It can take hours, days or weeks

from the time material is written until it reaches its audience. The frequency of distribution is a key characteristic of print media. Some publications that contain time-sensitive information such as newspapers and magazines can be distributed daily, weekly, monthly, quarterly and even annually. Other media such as newsletters, booklets and pamphlets can be distributed as needed for individuals to pick up at their own discretion.

3.2 BROADCAST MEDIA

Though both are considered broadcast media, radio and television differ in terms of the broadcast features or attributes. Radio is a tool that uses voice, sound, and music. These three are called elements of radio. Because it lacks visual elements, producers of information in radio bank on these three elements to attract attention and convey the message.

Two types of radio format in terms of frequency

- AM (Amplitude Modulated) radio
- FM (Frequency Modulated) radio

AM radio offers variety stations that feature different program formats

- 1) Dramatic Programs
- 2) Non Dramatic Programs
 - News and commentary
 - Talk show
 - Counselling
 - Educational
 - Informative

In FM radio, the majority of the station offer music and entertainment program formats. FM stations based their offerings on the type of audience they cater. Example, stations that cater the lower mass audience may offer classic music. The genre of music is important in FM stations. It is basically one of the factors that listeners consider in tuning into particular radio station.

Television on the other hand, can be considered as the most powerful medium in the mass communication. It has a complete feature. It offers both sight and sounds. It is more convenient to the audience in terms of exposure and participation.

Television has two main elements.

1. Audio
2. Video or Visual

In the current setting in the country, television programs can be accessed through the free channel and cable channel. The free channel offers a variety of TV programs that can be accessed without paying for the networks of cable service provider. Cable channel offers special programs that can be accessed by paying cable service provider.

Television program formats are almost similar to the program formats in radio.

a. Dramatic format

- Drama Series
- Drama Special
- Sitcom

b. Non Dramatic format

- News and public affairs program
- Talk show, debate, discussion program
- Contest, quiz show, discussion program
- Educational program
- Informative program
- Variety shows program

Some of media should learn the advantages and disadvantages of radio and television. Here are the tables that show the advantages and disadvantages of the two broadcast media.

3.3 OUTDOOR OR OUT OF HOME MEDIA

For the past five years, industry leaders have been heralding the golden age of out-of-home (OOH) advertising, predicting it will evolve into a medium that could do pretty much anything. The rhetoric around out-of-home today feels reminiscent of mobile, where for years the saying went, "This is going to be the year of mobile." Now, thanks to the rapidly increasing digitization of the OOH medium, the ascendance of smart cities, consumer expectations for responsive experiences and an explosion of location data, advertisers and

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media agencies are fundamentally changing their perception of OOH advertising. Many believe this is going to be the year of OOH. OOH has always been an indispensable platform for marketers, with two major characteristics that differentiate it from all other media. The first is its big, bold presence in physical space, the defining characteristic of the medium.

With content playing an increasingly central role, it seems OOH media owners can no longer just be real estate companies. They must evolve to become publishers. The second is that it's the only major advertising medium that is not content-driven. With TV, radio, magazines, newspapers and the internet, advertising appears adjacent to content that draws the audience. OOH has never been content-driven, but rather real estate-driven. Many traditional OOH media companies are real estate investment trusts (REITs), meaning they're in the business of buying or leasing property and placing and managing billboards on it that are sometimes made of paper and sometimes made of pixels.

With the deployment of IP-enabled digital screens in public spaces, that state of affairs is changing. Those screens present an opportunity not just to show advertising—to which many consumers are increasingly expressing antipathy and a lack of trust—but to deliver various forms of content. And some leading OOH companies are starting to do just that: delivering utility content like transit updates, weather and news that informs consumers on their daily journeys; local content like trending places, fun facts and upcoming local events; cultural content like art collections, poetry and local history; seasonal content oriented around heritage months or holidays; and even premium entertainment content.

Not surprisingly, audiences are starting to “tune in” to this content just as they do to other screens. Those experiences, in turn, are creating new breeds of advertising opportunities, giving marketers the chance to appear adjacent to, or even sponsor, that content. Sound familiar? With content playing an increasingly central role, it seems OOH media owners can no longer just be real estate companies. They must evolve to become publishers. That means OOH companies need to start thinking about creating and curating content, developing audiences and creating powerful advertising experiences driven off of content. No longer just real estate, their screens are windows into consumer experiences—just like TV, web, mobile and other screens—with similar technical capabilities and comparable or greater reach.

But unlike those screens, OOH delivers larger-than-life engagement that can't be skipped or blocked and is never viewed by bots. It takes the consumer out of the bubble of a “look down” experience on a small device or one 10 feet away and into the open physical world, intercepting daily journeys between home, work, shopping and entertainment with perfect location accuracy.

For some OOH publishers (has a nice ring, doesn't it?) this transformation is already underway, as they are offering advertisers unique ways to reach and engage consumers on the urban landscape that look more like mobile, social, web and TV strategies than they do like traditional OOH. Others may struggle, due to limited digital presence or disruption to their economic model from a content-based model (since essentially 100 percent of their “air time” today is advertising), for example. Outside forces may also accelerate this transition, as suggested by the recent news of Netflix looking to acquire a billboard company. One thing is for sure: Change is coming, and it's going to be an exciting ride. Whenever the year of out-of-home comes, OOH companies should start thinking like publishers now.

3.4 INTERNET MEDIA

Some technologies enhance current activity—making it faster, easier, or less expensive—while other technologies foster entirely new possibilities. We generally consider the second category more significant in its social impact. The Internet, of all recent technological innovations, should certainly seem to be fraught with this second, stronger effect, but in the case of the arts, the world is still awaiting the expected upheaval.

The roles played by the Internet in art, music, literature, and film to facilitate digitization and downloading certainly live up to their promise. They make it faster, easier, and less expensive to store, distribute, extract samples from, and issue comments on the arts. But those activities went on for centuries before the Internet. Few doubt the power of Internet-related technologies to alter the arts deeply. The early twentieth century saw inventions or wide-spread diffusion in three major technological areas—the phonograph, film, and radio—that transformed the arts in immeasurable ways. The early twenty-first century should bring an even more radical transformation.

Just think of the invention of writing and printing, the arch, stained glass, and acrylic paints. And this article concerns media in many aspects. Artists originally used the term medium for the material they were using: oil paints, watercolors, lithography, and so on. In the twentieth century, the word was seen even more in its plural form and included such new media as film, radio, and television. This article uses both

meanings of the term, and tries to shine light on the social significance of the difference between medium and media.

4. CONCLUSION

Media keeps us informed about various happening around the world. It lets us know what is happening around us and all over the world. With the help of media, we get immense knowledge on various subjects. Media plays a vital role in the dissemination of information. It broadcasts, prints and updates information from time to time so that the general public stays aware of what is going on in the country and in the entire world. Media ignites awareness in us by providing information and knowledge. Media also plays a constructive role for the society by raising social issues. Be it the cricket world cup, FIFA matches, our prime minister or president addressing the nation, the areas affected by flooding or just any other incident, media helps us see the true picture by providing the LIVE or recorded telecast for almost all important events. One of the most important roles of media is to educate the society. We can explore and analyze various product reviews, do price comparison for various items, read news about politics, fashion, war, weather, health and much more with the help of media. Media exposes issues like poverty, illiteracy, social backwardness, etc., and educates people on the same. It also educates people about their rights and duties and helps enforce law as well. Today, media has become important part of our life as well as society. Henceforth, the role and effects of media cannot be ignored! It informs, educate and entertain people and most importantly, it helps in reforming, reshaping, educating and strengthening the society.

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Using Technological Tools to Teach Communication Skills

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *In Teaching and learning communication skills, we have a lot to choose from the world of technology: TV, CD Rom, Computers, C.A.L.L., the Internet, Electronic Dictionary, Email, Blogs and Audio Cassettes, Power Point, Videos, DVD's or VCD's. The last two decades have witnessed a revolution due to onset of technology, and has changed the dynamics of educational institutes, and has also influenced the educational system and the way people interact and work in the society. This rapid rising and development of information technology has offered a better pattern to explore the new teaching model. Using multimedia to create a context to teach communication skill has its unique advantages. As a result technology plays a very important role in teaching communication skill. This paper tries to analyze the necessity of multimedia technology to communication skill teaching and also brings out the problems faced by using these technologies. It also aims to make English teachers aware of the strategies to use it in an effective manner.*

Key Words: *communication skill teaching, Multimedia Technology, Advantages, Disadvantages, Optimization, Strategies.*

Introduction:

With the spread and advancement of English around the globe, English is utilized as a second language in a nation like India and for a few people the first language. It appreciates a high esteem in the nation. At present the job and status of English in India is higher than at any other time as confirm by its situation as a key subject of vehicle of guidance, educational programs. As the quantity of English students is expanding distinctive instructing strategies have been actualized to test the viability of the educating procedure. Utilization of genuine materials as movies, radio, TV has been there for quite a while. The facts confirm that these advancements have demonstrated fruitful in supplanting the conventional instructing. The new period appoints new difficulties and obligations on the cutting edge educator. The convention of English instructing has been definitely changed with the wonderful section of innovation. Innovation gives such a significant number of choices as making showing intriguing and furthermore making showing progressively profitable regarding enhancements. At present the job and status of English is that it is the language of social setting, political, socio social, business, training, enterprises, media, library, correspondence crosswise over outskirts, and key subject in educational modules and language of granting instruction. It is likewise a significant determinant for college passage and handling generously compensated occupations in the business segment. Since there are an ever increasing number of English students in India, distinctive training techniques have been executed to test the viability of the instructing procedure. One strategy includes sight and sound in ELT so as to make English settings. This encourages understudies to get included and get the hang of as indicated by their interests, It has been tried viably and is broadly acknowledged for showing English in current world. Innovation is used for the upliftment of current styles; it fulfills both visual and sound-related faculties of the understudies. With the spread and advancement of English around the globe, English has been learned and utilized by an ever increasing number of speakers.

Use of Technology in teaching communication skill:

As the utilization of English has expanded in notoriety so has the requirement for qualified educators to train understudies in the language. The facts confirm that there are educators who use 'forefront' innovation, yet most of instructors still educate in the conventional way. None of these conventional habits are terrible or harming the understudies. Truth be told, till date they are turned out to be valuable moreover. In any case, there are a lot more open doors for understudies to pick up certainty practice and broaden themselves, particularly for ESL understudies who get familiar with the language for something beyond fun. For them to keep pace with ELT and increase more certainty they need to walk into the universe of interactive media innovation.

The Growth of ELT Through Technology:

English correspondence expertise Teaching has been with us for a long time and its hugeness keeps on developing, fuel led, partially by the Internet. Out of the blue there are more Non-Native than Native clients of the language and assorted variety of setting as far as students, age, nationality, learning foundation etcetera has turned into a characterizing normal for ELT today. With the quick improvement of science and innovation, the rising and creating of mixed media innovation and its application to educating, highlighting sound, visual, movement impacts comes into full play in English class instructing and sets a good stage for change and investigation on English showing model in the new time. It's demonstrated that sight and sound innovation assumes a positive job in advancing exercises and activities of understudy and encouraging impact in English correspondence class. Mechanical advancements have gone hand - close by with the development of English and are changing the manner by which we convey. It is reasonable to declare that the development of the web has encouraged the development of the English correspondence and this has happened when PCs are never again the select areas of the committed few, yet rather accessible to many. Also, therefore in the event that we disregard or overlook innovative advancements they will proceed and maybe we will never have the capacity to make up for lost time, regardless of our control or branch. Educators can utilize Multimedia Technology to give progressively brilliant, animating addresses (new Horizons).

Analysis on Necessity of Application of Multimedia Technology in English communication Teaching: To Cultivate Students' Interest in Study:

These days, the stereotyped customary instructing strategies and condition are disagreeable while interactive media innovation including sound, visual liveliness impacts normally and others consciously makes us more access to data furthermore, with so much attributes as bottomless data and intersection existence, sight and sound innovation offers a feeling of the real world and capacities great, which significantly develops understudies' advantage and inspiration in study and their association in class exercises.

To Promote Students Communication Capacity:

Conventional instructing has hampered understudies' ability to appreciate certain language and furthermore comprehension to structure, which means and capacity of the language, and makes the understudies detached beneficiaries of information, So it is difficult to accomplish the objective of correspondence. With instructors' directions driving understudies' idea examples and propelling understudies' feelings, the interactive media innovation looks for incorporation of educating and learning and gives the understudies more prominent motivations, The PPT courseware enact understudies' reasoning; the visual and clear courseware help them to changes English correspondence into limit development. What's more, such in-class exercises as gathering exchange, subject talk, and discussions can likewise offer more open doors for correspondence among understudies and among instructors and understudies. So mixed media innovation showing has remarkably motivated understudies' certain reasoning and relational abilities in social practice. **To Widen Students' Knowledge to Gain an Insightful**

Understanding to Western Culture:

The multimedia courseware can offer the students abundant information; more plentiful than textbooks and help them to get of displays vivid cultural background, rich content and true-to-life language materials, which are much natural and closer to life. Not only could learners improve their listening ability, but also learn the western culture. Grasping information through various channels can equip; the students with knowledge and bring about information-sharing among students and make them actively participate in class discussion and communication.

To Improve Teaching Effect:

Multimedia teachings enrich teaching content and make the best of class time and break the "teacher centered" teaching pattern and fundamentally improve class efficiency. Due to large classes it is difficult for the students to have speaking communication. The utilization of multimedia sound lab materializes the individualized and co-operative teaching. The traditional teaching model mainly emphasized on teachers' instruction, and the information provided is limited due to traditional classes. On the contrary, multimedia technology goes beyond time and space, creates more vivid, visual, authentic environment for English learning, stimulates students' initiatives and economizes class time meanwhile increases class information.

To Improve Interaction Between Teacher and Student:

Multimedia teaching stresses the role of students, and enhances the importance of “interaction” between teachers and students. A major feature of multimedia teaching is to train and improve students’ ability to listen and speak, and to develop their communicative competence. During this process, the teacher’s role as a facilitator is particularly prominent. Using multimedia in context creation creates a good platform for the exchange between teachers and students, while at the same time providing a language environment that improves on the traditional classroom teaching model. In this way, teachers in the classroom no longer blindly input information and force students to receive it in a passive way.

Creates a Context for Language teaching:

Multimedia teaching creates a context for language teaching. This method makes the class lively and interesting, as well as optimizing the organization of the class. Multimedia has its own features such as visibility and liveliness. During the process of multimedia English communication skill teaching, sounds and pictures can be set together, which enhances the initiative of both teachers and students. When using multimedia software teachers can use pictures and images to enrich the content of classes, and also imagine different contexts in the process of producing teaching courseware. Students in the class can use multimedia to understand the class in a clear way. Through the whole interactive process, it is apparent that using multimedia in ELT is effective in nurturing students’ interest in learning English communication, as well as enhancing teachers’ interest in English communication teaching. As Zhang (2006:11.1) points out through Multimedia and network technology we can offer students not only rich, sources of authentic learning materials, but also an attractive and a friendly interface vivid pictures and pleasant sounds, which to a large extent overcomes the lack of authentic language environment and arouses students’ interest in learning English communication skill.

To Provide Flexibility to Course Content:

In addition, multimedia teaching is also flexible. It is obvious that the context can be created not only in the classroom, but also after class. Multimedia language teaching can also create a multimedia language environment for the purpose of conducting English communication teaching. Students are bound to have some problems in classroom teaching, which can be addressed under the guidance of teachers. In such circumstances, students can use the new technology to their advantage, such as manipulating the network to contact teachers, and receiving answers by email.

Analysis on Problems Arising from Application for Multimedia Technology to English communication Teaching:

In spite of advantages of application of multimedia technology to English communication teaching has to improve teaching effect and university students’ overall capacities, there are many problems existing in practical teaching, such as:

Major Means Replaced by the Assisting One:

Application of multimedia technology is an assisting instrument to achieve the projected teaching effect. While if totally dependent on, multimedia devices during teaching, the teachers may be turned into slaves to the multimedia and cannot play the leading role in teaching. It is observed in practice that a lot of teachers are active in multimedia technology application but not proficient enough to handle it confidently. In class, they are standing by the computer and students are fixing their attention only on the screen, and therefore, there is no eye contact between teachers and students. The trend of modern information and technology teaching appears to the extremity regardless of the essence of the traditional teaching. And hence, the notion of Creative Education is to be fully comprehended that modern educational techniques serves an assisting instrument rather than a target: and that should not dominate class. They are substitutes to effective teaching and learning.

Loss of Speaking Communication:

English communication analysis by the teachers are effective in conveying knowledge to the students from English pronunciation to comprehension, improving students’ English thought patterns and oral expression. Whereas, the introduction of multimedia technology featuring audio, visual, textual effect fully meets audio and visual requirements of the students and enhance their interest, but it also results in lack of communication between teachers and students, replacement of teachers’ voice by computer sound, and teachers’ analysis by visual image and students have few chances for speaking communication. With

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the favorable atmosphere by the mutual communication between teachers and students fading away, and sound and image of multimedia affecting students' initiative to think and speak, English class turns to course ware show and students are made viewers rather than the participants of class activities.

The restriction of Students' Thinking Potential:

Teachers raise impromptu and real-time questions and guide the students to think, cultivate their capacity to discover and solve problems; however, due to over demonstration and pre-arranged order, the courseware lacks real-time effect and cannot give feedback. It ignores emphasis and importance in teaching; it also neglects instruction in students' 'thinking', inspiring their paths of thinking, strengthening their capacity contemplating and solving problems. In this way, it should be noted that cultivation of students' thinking capacity should be the major objective in teaching and of using multimedia technology and it should not take up the students' time for thinking, analyzing and exploring questions.

Abstract Thinking Replaced by Imaginable Thinking:

The Process of cognition goes through perceptual stage and rational stage. It also applies to studying process. It is our hope that teaching makes students adopt the outlook cognition from perceptual recognition to rational apprehension, and greatly leap from perceptual thinking to rational thinking; therefore it is the major objective in teaching. To enhance the students' abstract thinking, the multimedia technology makes content easier, and with its unique advantages, it can clarify the emphasis in teaching. While if the image and imagination in students' mind were merely showed on the screen, their abstract thinking would be restricted and logical thinking would waste away, at present the decreased students' reading competence has become a major concern for reason that, textual words are replaced by sound and image, handwriting by keyboard input.

All in all, the multimedia as an assisting instrument, cannot replace the dominant role of teachers and it is part of a complete teaching process.

Suggestions and Strategies to the Existing Problems:

In Practical teaching. It is improper to duplicate the textual material simply to the screen so that the teacher's position is ignored In order to ensure the function of, multimedia in teaching. It should be noted that:

The Beauty of Courseware is not the Sole Pursuit:

It is proved through practice that adequate application of multimedia technology to teaching can make breakthroughs in class teaching. That is to say, during multimedia assisting teaching, teachers still play the leading role that their position could never be replaced by the computer. For instance, the introduction to each lesson and speaking communication are good way to improve students' listening and speaking which the computer cannot fulfill, Therefore, teachers' interpretation shall not be overlooked. Meanwhile, as a practical English communication should be used very often in class to cultivate the students' communicative competence, Multimedia, as an instrument for assisting teaching, serves the teachers despite its extraordinary effect, So teaching determines whether to adopt multimedia technology. Otherwise, the teachers were acting as the projectionist, clicking the screen.

The Computer Screen can't Substitute the Blackboard:

Some teachers take the computer screen as the blackboard, They have input exercises, questions, answers and teaching plans into the computer and display them piece by piece, without taking down anything on the blackboard or even the title of a lesson. It is known that teachers are supposed to simulate situations based on teaching and guide the students to communicate in English. Beside traditional writing on blackboard is concise and teachers can make adjustment and amendment to it if necessary. Furthermore, experienced teachers know well that a perfect courseware is an ideal project in mind, and that in practice, they need to enrich the content on the blackboard with emerging of new question raised by the students.

Power Point cannot Take the Place of Student's Thinking and Practices:

At present, most multimedia courseware mainly feature on image and animation of teaching materials in order to cause audio and visual effect, which lively displays the content of textual materials and helps the student deeply understand the texts. A problem remains that displaying of the content of texts in the PPT courseware cannot take the place of students' thinking or English communication in simulated

circumstance, When working on and utilizing the courseware, we need to encourage the students to use their own mind and speak more, actively join in class practice,.

Multimedia Technology should not be Over used:

Some teachers may possess the improper concept that they would totally apply multimedia technology in their teaching. It is also believed that the more utilization of multimedia technology, the better class atmosphere may grow, the more actively the students get involved in class participation, the more easily the material access to the students. Apparently, the students show some interest in leaning, but actually, they feel like looking on. In practice, the more unconscious attention the students pay. It is impossible to effectively train the students' language expression in class time. It is clear that in spite of advantages of application of multimedia technology, it assists in teaching.

Conclusion:

It is true that one of the ultimate goals of multimedia language teaching is to promote students' motivation and learning interest, which can be a practical way to get them involved in the language learning, Context creation of ELT should be based on the openness and Accessibility of the teaching materials and information. Concerning the development of technology, we believe that in future, the use of multimedia English teaching will be further developed. The process of English communication learning will be more student-centered but less time-consuming. Therefore, it promises that the teaching quality will be improved and students' applied English communication can be effectively cultivated, meaning that students' communicative competence will be further developed. In conclusion, we believe that this process can fully improve students' ideation and practical language skills, which is helpful and useful to ensure and fulfill an effective result of teaching and learning. Barring a few problem areas multimedia technology can be used effectively in classrooms of ELT with proper computer knowledge on the part of teachers, overcoming the finance problems in setting up the infrastructure and not allowing the teachers to become technophobes.

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Mass media as a Tool of Scholastic Entertainment between Youngsters

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Received: Feb.05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *In this era of technological revolution and changing patterns of family life, children's favorite pastime has gone beyond outdoor activities or reading bed time stories. Like any other age group, media and children are dependent mutually for their existence. While a majority of children are found watching Television, surfing internet, playing video games on smart phones or on computer, or watching their favorite cartoon/videos online media, we also have children being seriously considered as their prospective customers. We have an influx of Kids channels on Television, comics, VCD's/DVD's and New Media in its various manifestations are available in abundance. Childhood also refers to education and children spend a quality time in schools. Thanks to the concept of globalization, technological revolution has made their presence in many international schools that have mushroomed in many big cities. New Media which has found its niche in all fields has not spared education field also. Bangalore being an IT hub hosts innumerable types of educational franchise catering to the needs of customers. One of the most defining factors as observed in these schools is their extensive usage of new media tools as part of their system. In these schools the children are not only being exposed to new media as an educative medium but also for entertainment purposes, thus providing an impetus for better learning and understanding.*

Key Words:

Introduction Knowledge is power.

Information is liberating. Education is the premise of progress, in every society, in every family. Kofi Annan Wake up to tweets of your favorites and follow it up with a status update on Facebook via Smartphone. Google the content for the class assignment and Email it to the teacher. Shop online to get the best deals for your needs. This is a sneak peek into the lifestyle of GenY kids irrespective of age. Welcome to the age of digital revolution which has brought in dramatic changes in our lifestyle. Revolution in information technology has affected to transform every aspect of our lives. Be it the socio-cultural or the economic or even the political identity of an individual has been touched by the magic of new media. Interpersonal relations are going through a sea change. Interaction between parents and children, friends, husband – wife, teacher-student are assuming different forms. A teacher might learn her wards activities from the latter's Facebook updates, wife might express her feelings/emotions towards her spouse on her blog and so on. Not to mention revolutions triggered and accelerated via new media. New Media has made its presence felt ranging from individual micro level to global macro level. Marshall Mc Luhan's concept of global village has never been as appropriate as it is today. Our children are truly global citizens. Children today are exposed to various outlets through which they get myriad encounters with new experiences. Mass Media offers them both quantitative and qualitative choices.

Inevitability of New Media Driven Education

In this era of technological revolution and changing patterns of family life, children's favorite pastime has gone beyond outdoor activities or reading bed time stories. Like any other age group, media and children are dependent mutually for their existence. While a majority of children are found watching Television, surfing internet, playing video games on smart phones or on computer, or watching their favorite cartoon/videos online media, we also have children being seriously considered as their prospective customers. Along with comics, VCD's/DVD's, the influx of Kids channels on Television, New Media in its various manifestations are available in abundance. Even toddlers utilize multimedia devices and the Internet with tools such as handheld video games like Leapster and interactive web sites. Even a 2 year old child easily navigates through these electronic and multimedia resources for games in which they learn colours, numbers, letters, spelling, and more complex tasks such as mixing basic colours to create new colors, problem-solving activities, and reading. Childhood also refers to education and children spend a quality time in schools. Thanks to the concept of globalization, technological revolution has made their presence in many international schools that have mushroomed in many big cities. New Media which has found its niche in all fields has not spared education field also. Bangalore being an IT hub hosts innumerable

types of educational franchise catering to the needs of customers. One of the most defining factors as observed in these schools is their extensive usage of new media tools as part of their system. In these schools the children are not only being exposed to new media as an educative medium but also for entertainment purposes, thus providing an impetus for better learning and understanding.

Digital Natives Vs Digital Immigrants The convergence of computer, communication and content technologies, being known as ICT has transformed India taking it to an entirely different level. ICT has not just made its presence felt but changed the dynamics of each and every sector in the country. Education is one of the most ICT influenced sectors. In fact ICT has brought in revolutionary changes to the Indian Education scenario. Students are referred to as 'digital natives', and today's educators as 'digital immigrants'. Teachers are working with students whose entire lives have been immersed in the 21st century media culture. Many are multitasking – listening to music while surfing the Web or instant-messaging friends while playing a video game. One of the most defining features of International schools, as claimed by them is their extensive use of information technology. ICT is being used in the classroom pedagogy, parent interactions, faculty development and the overall organization's communication activities. Educational institutions have been extensively using ICT in its various forms to improve the quality of education. The National Curriculum Framework 2005 (NCF 2005) has also highlighted the importance of ICT in school education. Government of India has announced 2010-2020 as the decade of innovation. It believes that Reasoning and Critical thinking skills are necessary for innovation. Foundation of these skills is laid at school level. It is desirable that affordable ICT tools and techniques should be integrated into classroom instructions right from primary stage so as to enable students develop their requisite skills. The aim is to bring the immense benefits of ICT and computing technology to every classroom across its fraternity of affiliated schools to improve academic outcomes of learners and to enhance the productivity of teachers in classrooms. ICT in classrooms can be manifested in these forms- a. A projection or display device b. An interactive system /Smart Class c. Computer with UPS System Objectives of the Study To do a qualitative analysis of the usage of new media as an edu-entertainment tool in the schools by reviewing literature.

There has been considerable research works carried on in the field of Media and Children. The focus of research in the area of new media and children has been shifted away from effects on children's use of time and preferences to issues of content. The quintessential element of new media that is interactivity expands the scope for better socialization and learning for children. Interactivity is a key feature of all the pedagogical devices used in schools. Interactivity, at an inter personal and group communication level triggers the cognitive and logical thinking among children. It is therefore relevant to understand the how New Media interactivity enhances better learning among children. (Wartella and Jennings 2000) It may be noted how Studies of media effects on children is grounded in an understanding of the dramatic development that occurs during childhood, encompassing phenomenal biological, physiological, psychological, and social growth. Interactive communication integrated in the pedagogy triggers children's interest in the concepts and ideas further enhancing their cognitive and logical thinking abilities. The responsive behaviors have become an integral part of many educational and entertainment related content. This is more extensively practiced at the interpersonal and group communication level in classroom teaching. It becomes relevant for us to understand how and to what extent new media triggered interactivity contributes in the classroom learning of children. One of the earlier studies points out that New Media produces far more active, positive, and emotionally varied facial expressions, and more vocalizations and smiling, compared with children's reactions when viewing television. (Clements, 1987). In addition, studies suggest that strong educational benefits can result from the use of quality interactive software. (Wartella and Reeves, 1985). Internet and computer use among young children has increased in recent years (Feller, 2005; Findhal, 2009; Johnson, 2010; Livingstone et al. 2011) Children use computers for various activities. For example, 7-year-olds perceive the computer as a tool: a source of information and fun (Hayes, 2006). However, Zevenbergen and Logan (2008) claim that the majority of children use computers to play games, and Holloway and Valentine (2003) conclude that children view ICT as a social and leisure means rather than an educational tool.

New Media Usage in Educational Institutions It may be observed that there is a significant departure from the traditional classroom set up to the new age classrooms. The traditional classrooms were primarily teacher centric, much focused on chalk and talk method. The curriculum was also fragmented with little student freedom. The present scenario is leapfrog from this stage. We have digital classroom which is student centric. The role of a Teacher is limited to that of a facilitator. With an integrated and

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interdisciplinary curriculum, students enjoy a great deal of freedom. Further, Curriculum is connected to students' interests, experiences, talents and the real world. Students and teachers have mutually respectful relationship as co-learners. Literacy goes far beyond the 3 R's [reading, writing and arithmetic] to incorporate multiple illiteracies of the 21st century – aligned to living and working in a globalized new millennium. The digitally transformed India has proved to be a land of opportunity to explore and exploit the best of the resources. Education sector is one of the opportune areas where we notice digital outlets flourishing. The last 3 years have witnessed tremendous growth in the penetration of digital learning solutions in schools. Increase in the internet penetration, huge untapped market, growing income, raising standard of living and aspirations have facilitated the emergence of global education companies like Pearson, McGraw Hill in the Indian market. We also have the local players who are providing considerable competition in the digital education market. Both the National and International companies have been developing technology to support better learning process through digital media. The predominant players in this segment are (Sandhya and Suganth. 2014)

Visual accompaniments and aids have for long been proved to be the most effective methods in teaching. If visual can be made more interesting by harnessing the best of the new media, it could create a lasting impression in the learners. Teachers can use videos, animations, live images, and while teaching subjects such as Math, Science, Social Studies and English right inside their classrooms. Digital interactive education focuses on using all interactive modules like videos and presentation. This indeed would appeal students who are already exposed to new media in their everyday lives. They would connect to the new media based teaching. Students who are used to play stations, IPods and other new media devices can easily relate to the animated visuals in the classes. This mode of new media interactive learning has been extensively used across all age groups in school, in other words, it facilitates K-12 learning i.e. Kindergarten to class 12. Some of the solutions that are in the offering are Digital White Boards; develop and introduce digital content and Classpad Tablets, Digital Interactive Classroom, Classpad, Assessment Program, Digital Math Program, Digital Science Program, Online Program and Digital Language Program and so on. The fundamental principles applied while using digital learning solutions are - Voluntary learner participation - The teacher plays a pivotal role as a mentor, facilitator and interpreter of reality - Technology and tools must support the primary pedagogic agenda and not vice versa The qualitative analysis of the literature in this area has identified the following advantages of digital learning solutions - It is perceived as an alternative to the traditional rote learning and chalk and talk method that is practiced across schools in India.

It encourages students to learn beyond textbooks - It focuses on understanding concepts. - Improves productivity of teachers who by using various tools could create lesson plans, quizzes and question banks. . Further, it eases the task to drawing or preparing diagrams, on board. Digital learning solutions have all these information in memory and can be presented during the time of class lectures and save time.

Bringing the Digital Divide – Government efforts The digital classrooms are no longer restricted to the affluent private schools. Various state governments are taking initiatives to extend the advantage to digital classroom to government schools as well. The objective is to create an all inclusive digital platform for children across different economic and social strata. The Orissa Government in 2014 has proposed to take off its ambitious e-vidyalaya project to provide ICT-based education in schools. The facility of smart classes with internet facilities will be launched in 6,000 government schools across the state. According to sources, each of these schools would have an ICT lab that would have 12 computers, an interactive board, a high-end integrated computer with projector, television and audio-visual facilities. Odisha Knowledge Corporation Limited (OKCL) has been preparing e-content in various subjects for the programme for Class VIII and IX. OKCL intends the Students and teachers to use these e-content from 2015. Companies are playing an active role in partnering with the state government to reach out to more and more government schools as well. One of the key players offering digital solutions, Edureach, a division of Educomp, has partnered with 16 state governments and more than 30 education departments and boards in the country, covering over 36,000 government schools and reaching out to more than 10.60 million students. They have also created digital learning content in more than 14 regional languages for these projects.

Challenges - The road ahead - It is a challenge for the school/ head of the institution to ensure the continuous usage of digital solutions. -Some of the teachers, who might be technology resistant might feel compelled and forced to use technology which might deter the optimal utilization of the product. Some of the teachers might resist the usage itself for the fear of being considered redundant. - Cost of technology is

definitely passed on to the parents. It might be a challenge for the schools to justify the incremental fees. - Another major challenge is the infrastructure - availability of uninterrupted power, internet bandwidth in semi urban and rural areas. - From the students' point of view, since all the learning is through already created audio-visuals, it could deter their spirit of freedom and creativity. Further students might be carried away by the entertaining elements of the new media and lose focus and concentration on the primary purpose of learning itself. Schools while actively integrating digital solutions in classrooms are also preparing themselves to mitigate the challenges. In an interview to The Times of India, Sarojini Rao, principal of Indus International School in Bangalore, has said "Today, a teacher's job is to focus on concepts rather than content. He should be able to teach more than what Google has to offer. However, while we embrace technology, we have to be extra cautious as kids are highly vulnerable to cyber crime." In this school every Class VI student and upwards has a laptop but it can be used only under strict vigilance. Workshops on cyber crime are organized to create awareness about the medium and its misuse.

The success of usage of new media in classroom lays in the effective collaboration of all the stake holders – teachers, students, school management, parents and the companies. At the micro level teacher should act as an active facilitator to ensure the maximum utilization the technology. The onus is on the school management to provide ample training to the teachers regarding usage of digital solutions. We have come of age where the focus is on learning more than teaching. That does not mean technology replaces the teacher. But instead has widened the role of the teacher to be a facilitator and mentor in bringing about the holistic development of the student. New media is seen as a tool, the effective usage by the facilitator can ignite the scientific temperament and logical reasoning of the child in turn strengthening and harnessing their skill set. It is important for the teacher to realize the underlying principle and purpose of using new media in the process of learning. The teachers should focus on achieving the right blend of education and entertainment without compromising on the quality.

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Social Media And Its Impacts With Positive And Negative

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Social media is rapidly changing the communication setting of social world. Before knowing the aspects of social media people must have to know what is social media?. social media are computer tools that allows people to share or exchange information's, ideas, images, videos and even more with each other through a particular network. This paper gives all aspects of social media with its positive and negative effect. Focus is on the particular field like Business, Education and Society. During this paper, we describe how these media will affect society in a broad way.*

Key Words:

INTRODUCTION

The term "Social Media" is defined as the application that allows users to converse and interact with each other; to create, edit and share new forms of textual' visual and audio content, and to categorize, label and recommended existing form of content. Social media plays a vital role in transforming people's lifestyle. Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergency of these social networking sites like Twitter and Facebook as key tool for news, Journalists and their organizations have performed a high-wire. These sites have become a day to day routine for the people.

IMPACT OF SOCIAL MEDIA ON VARIOUS FIELDS

Impact of Social Media on Education

Technology has shown a rapid development by introducing small communication devices and we can use this small communication devices for accessing social networks any time anywhere, as these gadgets include pocket computers, laptops, iPads and even simple mobile phones(which support internet)etc. For the purpose of Education social media has been used as an innovative way. Student should be taught to use this tool in a better way, in the educational classes' media just being used for messaging or texting rather than they should learn to figure out how to use these media for good. With the help of social media students can easily communicate or share information quickly with each through various social sites like Facebook, Instagram etc. It is also important for students to do some practical work instead of doing paper work. Social net working sites also conduct online examination which play an important role to enhance the student's knowledge.

Positive Effects of Social Media on Education

- Teachers may post on social media about class activities, school events, homework assignments which will be very useful to them
- With increased focus on technology in education and business, this will help students build skills that will aid them throughout their lives.
- It is seen that social media marketing has been emerging in career option. Social media marketing prepares young workers to become successful marketers.
- A lot of students were able to inform public about their issues-using social media which brought awareness and helped solve a lot of problems.
- The ease with which a student can customize their profile makes them more aware of basic aspects of design and layout that are not often taught in schools.

Negative Effects of Social Media on Education

- Students are having a harder time getting to communicate face to face with people, and are losing their people skills, due to that they are spending more and more time talking from behind a screen.
- One of the biggest breakdown of social media in education is the privacy issues like posting personal information on online sites.
- In some of the scenario there were many inappropriate information posted which may lead the students to the wrong side.

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- Because of social media students lose their ability to engage themselves for face to face communication.
- Many of the bloggers and writers posts wrong information on social sites which leads the education system to failure.

Impact of Social Media on Business

social media is the new buzz area in marketing that includes business, organizations and brands which help to create news, make friends, make connections and make followers. Business use social media to enhance an organization's performance in various ways such as to accomplish business objectives, increasing annual sales of the organizations. Business can be promoted through various social networking sites social media provides the benefit as a communication platform that facilitates two way communication between a company and their stock holders. Many of the organizations promote their business by giving advertisements on the social media in order to attract maximum users or customers. Customers can connect and interact with business on a more personal level by using social media.

Positive Effects of Social Media on Business

- Social networking sites helps to make new customers by providing useful facilities.
- Social media helps the business for promotional activities.
- Social media helps to better understand their audience by their likes and dislikes
- It also helps to increase awareness among brands and reach with little to no budget.
- Helps to enhance market insight and stretch out beyond your rivals with online networking.

Negative Effects of Social Media on Business

- Most companies have difficulty measuring the result of social media advertising.
- Many of the large organization have fallen victim to the hackers.
- The wrong online brand strategy can doom a company, and put at a huge viral social disadvantage.
- In business fields social media is not entirely risk free because many of the fans and followers are free to post their opinion on a particular organization, the negative comment can lead the organization to failure.
- Getting involved with social media is very time consuming. As an organization you should assign a person to always bolster your pages and profile with significant substance.

Impact of Social Media on Society

Social media has impacted the society in many ways. Social media is growing rapidly throughout the world. More adults and teenagers are joining sites such as Facebook and Twitter to interact with friends, family, and strangers. Today it can be used as a very helpful tool in changing a person's life, but at the same time cause such conflicts which can negatively impact a person. While there are some negative associated with social media, the positives in communication all around, has made the world stranger and a better place to live in. There is a positive and negative impact of social media on society. social media has a revolutionized the way people communicate and socialized on the web. There is a positive effect on business, politics, socialization as well as some negative effects such as cyberbullying, privacy, and fake news.

Positive Effects of Social Media on Society

- Social media has definitely made us closer to other Parts of the world. We can contact anyone around the world at any time, with just few keystrokes.
- It also helps to share ideas beyond the geographical boundaries.
- It provides open opportunity for all writers and bloggers to connect with their clients.
- Another positive effect of social networking sites is it unite people on a huge platform for the achievement of specific goals. This brings positive change in the society.
- The social media has gained attention as the most media has gained attention as the most viable communication choice for the bloggers, article writers, and content creators.

Negative Effects of Social Media on Society

- One of the negative effects of social media or network is it leads to addiction. It can divert the focus and attention from a particular task.
- It lowers the motivational level of people especially teenager and students.
- Social media can easily affects the kids, the reason is sometimes people shares photos, videos on media that contain violence and negative things which can affect the behavior of kids are teenager.
- Some people uses their images or videos in social sites that can encourage others to use it false fully.

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- Some people commit suicide due to breakage of their relationship which they have built on social sites.

CONCLUSION

In this paper we have discussed various positive and negative impacts of social media on Education, Business, and Society. With different field its impacts is different on people. It is very important to overcome this problem. Use of social media is beneficial but should be used in a limited way without getting addicted.

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DEVELOPMENT OF EDUCATION SYSTEM THROUGH MEDIA TECHNOLOGY

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper is screening the association between the media and education.. And also it covers the importance of media in providing education and also for environmental alertness. And the use of media in education system provides the students to get much and more information to gain their knowledge and awareness. Totally the paper signifies about the practice of media and their importance in day to day life and the whole paper speaks about the broad and risky use of media in teaching comfortable and its social control upon the society because of its essential ability to reach great quantity of public. This paper is showing about the connection among the media and education. Through this media students can develop their knowledge in daily classrooms and in their learning field*

Key Words: *Knowledge, Alertness, Broad, Risky, Comfortable, Essential, Quantity*

Introduction:

Education is the process of knowledge and meaningful, which is not restricted in our text-books. It is a divine process and it seems to continue through our life. Even the regular actions and events around us educate us, to inspire us to motivate us in a useful one or the other way. It would not be an overstatement to say that the existence of normal human beings is fruitless without education. An educated person has the capability to change the world, with full of confidence and secure of making the right move at right time. It Makes Enhanced Citizens, Confirms A Productive Future, Opens New Vistas, Spreads Responsiveness, Helps In Decision-Making, Bolsters Confidence.

The word media is derived from Medium, which means Carrier or mode. Media symbolizes an item specifically intended to reach a large number of onlookers or viewers. The term was first used with the beginning of newspapers and magazines. However, with the path of time, the period developed by the innovations of radio, television, movies and also Internet surroundings. In the world of these days, media has converted almost as compulsory as food and clothing. It is factual that media is playing an outstanding role in establishing the society. Its duty is to update, train and amuse the people. It helps us to know current circumstances around the world. The media has a strong social and cultural impression upon society. Because of its integral capability to reach large number of public, it is broadly used to transfer message to build communal opinion and awareness.

Development of education through media:

The role of media in education is plain today by the number of computer laboratories, TV sets and public library that have become portion of syllabus in furthest of the schools today. Media comes in different methods and different varieties and each form shakes the way of students to learn and interpret much information. Media has fetched the world closer by giving wide collection of information so that students from different universities of the world are connected through an internet connection and internet facilities. Among the information mutually mass media has turned into a considerable part of our lives.

Mass media has different types such as;

- Television programs,
- Internet websites,
- Magazines,
- Feature-length films,
- Music tapes and CDs,
- Newspapers,
- Billboards, and radio programs.

Mass media and print media and its usage play an important and essential part for the enlargement of rural education and rural students. As we discussed earlier about the various forms of mass media such as

television, radio, handy video cameras, communicating video, computer and print media (newspapers, magazines bulletins, and leaflets) can be used for the growth of rural education.

DoorDarshan is broadcasting the hottest information on agricultural education and rural development through electronic media, covering a huge majority of rural population. The findings of several studies stated that impact of TV was more on small agriculturalists and illiterates. They watched the agricultural programs and accepted many recommended practices. A large number of agriculturalists viewed TV programs for the sake of developing the education and also knowledge.

Nowadays we are living in the fast developing society which every day offers its wide range of information and resulting in a great number of new possibilities. Primarily, these unique opportunities and shows the advancement of social media that have unusually invaded the modern education and modern trending's in the world. In fact, it is not a secret that the majority of teachers, professors and high qualified persons to appreciate the power of these tools which lies in the ability to engage, motivate and inspire as well as to involve the students into deep examination and sensible conversation.

In general, the term "social media" means the number of activities that include socializing and networking online through words, pictures and videos. To some extent, it is a two way discussion which brings people together to invent and share some information, interests as well as ideas.

Learning is a process to develop and improve the knowledge. It needs hard work and patience sometimes will make students frustrated and get bored, so that students lose their attention in the class and also in the lesson. Media in teaching- learning process is looked-for to attract students' attention and responsiveness. This makes teaching- learning activities more interesting and also effective. The procedure of media in teaching- learning process is not innovative thing. Many teachers know that media will be helpful.

Usage of media in classrooms:

And the procedure of media is useful and valuable to teach about the social studies in the schools by this way. The teachers can use pictures and images from encyclopedia or a map, an internet, and globe to teach social studies. The students had to find the important and knowledgeable information including the map, flag, landmark, famous buildings, mountains, traditions, etc. This makes students more talent and attentive in the classrooms.

The practice of media in teaching and learning process has many advantages. Media could increase the student's interest in the lesson and media is essential to central student's attention inside the classroom. And also Media increase students' duty to control their own learning ability.

Media gives students about something new and interesting, but not all the teachers know how to implement it correctly, so sometimes media disturb the students in learning process instead of helping them. This kind of situation probably causes a great problem. The use of media is questioning whether it really helps in the way of teaching or learning activities. Based on this statement, the writer wants to find out the fact and remedy of the use of media in teaching- learning process, whether media can help teaching- learning process or not.

By reading this article, readers will get a real experience and real thought of the use of media, which can help learning and teaching process. Moreover, they will also know so many obstacles that may arise from the use of media, and how to overcome them, and detail example of how to conduct teaching- learning process by using media, particularly globe and map. This article will provide an interview of a teacher's knowledge in implementing media for teaching social studies and also in education.

Media in the classroom also engage and develop the students in learning and teaching and provide a great experience. Media is the only useful tool for illustrating a lesson, allowing students to see many examples of what they are learning and what they are achieving. Interactive media such as Smart Boards in the schools will allow the students to move items on a screen for illustrative purposes and also plays the student individual role to know how to operate and working on it.

Through media students can develop the education by using newspapers, brochures, and also job application forms and news broadcasts provides genuine opportunities for students to learn about using the real-world of media. This method simulates real-life and true experiences, in which students must read, evaluate, cultivate and interpret information based on items that they need in their day to day lives.

When students use objects from the real world, they can see the connection between school and knowledge about what they learn in school and how they can use the knowledge to predict as an intelligent member of society.

Spending time with media in the teaching space and in classrooms teachers can teach students how to use and care for resources to further their education. Students not only learn exactly how to access the Internet,

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a dictionary or a newspaper for information, but they also learn how to operate and protect the items they use in the daily classroom. And Students can also learn how to determine the value of media and also the learning methods to contribute for the society, by producing their own media.

Conclusion:

The media has the power of educating people, the good and the bad, right and the wrong, truth and fake. Since it disturb the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage intolerant, public and troublesome trends. Though complete media combination is not yet commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is speciously old hat Although "film day in the teaching space" has shifted from photographs and projectors to DVDs and YouTube as a consequence of briskly- moving technologies in the 21st century, media use in the classroom remains predominant none the less .Hardly a country in the all God's creatures is secure controversy in education, but when one looks behind the sometimes major scenes, there is a lot about which to be cheerful and hopeful.

The power of media is so far-reaching and huge and also it can be recycled to educate the people with a little cost. Now a day's media is to inform the people about the latest happenings in the world. They cover all features of our concentration like weather, politics, war, health, finance, science, fashion, music, etc. The need for additional news has developed into the creation of devoted TV & radio channels and magazines. People can listen, watch and read about the trendy and latest news every time and anywhere they want.

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MEDIA AND ITS TYPES

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Received: Feb.05,2019

Accepted: Feb 22, 2019

ABSTRACT: *The media is global level of communication. Though the media, we can able to delivered the information. Media has classified into four types. There are the print media, the broadcast media, the support media and the internet. In these types, the internet is the newest medium of the entire internet or the World Wide Web. It is open to all forms of writing styles. The broadcast media consist of television, radio. Nowadays everyone have a television in their home. The print media consist of newspapers, magazines, articles and press. Newspaper has a equal proposition to present the information. These types were the scientific innovation of technical development.*

Key Words:

Introduction:

Media of today is playing an important role to creating and shaping of public opinion and strengthened of the society. Media is considered to be sword arm of democracy because before independence, they could not publish their opinion under the British people. Afterward the Indian media inspired by western education and civilization. G.Subramania Aiyer is a famous Indian journalist who said that "journalism is altogether new and among other institution we owe it to the generosity and liberal principles of British rule in the country". He is a founder of 'the Hindu of madras'. Nowadays, media has developed. There was a lot of newspaper, televisions and radio channels.

What is media?

Media simply refers to a vehicle or means of message delivery system to carry a message to a targeted audience .some of the instrument to convey the messages to the public. The main task of media planners is to select the most appropriate media channels that can effectively communicate the advertising message to the audience. The present day world facing two major problems that are 'information explosions' and 'population explosion'. Information explosion mean an explosion of knowledge. Today, throughout the world, social and technological changes are taking placing rapidly expanding world information. On the other hand, population explosion is immensely increased year by year due to the growth of population. The problem of 'population explosion' is more serious in the developing than the developed. India is facing serious difficulties both from population as well as information explosion. So media can be classified into four types:

- The print media,
- The broadcast media,
- The support media ,
- The internet,

Types of media:

I) Print media:

The print media includes newspaper and news magazines with this medium. There was a large variety of writing style exist which are depend on subject. It has variety of writing, present different challenge to the writer. Though the greatest challenge is to keep the concise, because you have only a limited amount column available in print media offers the greatest scope for creative writers, in terms of the various kinds of writing that are required. The print Medias like newspaper, magazines.

Newspaper:

Before independence, Indian dailies and weeklies of that period were mostly 'opinion journals'. At the time, there is no Indian writers to write and published their articles in the newspaper. 'Tribune of Lahore' was one of the pioneering newspapers which were still published in Chandigarh. Before independence, there was a lot of press in India but it was closed by the national movement. Initial stage of newspapers was published as one paper. But present days it has change the position. It may be national or

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local, daily or weekly newspaper. Newspapers allow presenting their detailed messages which can be read at read's conveyance. Some of the classifications of newspapers were national newspaper, daily newspaper, and special audience newspaper. There was published some advertisement on the newspaper that are classified advertisement, display advertisement, special inserts, free standing insert. The press covers the entire printed matters in it. These printed are books, magazines, journals, or newspaper.

Magazines:

A magazine is a specialization advertising media that serves educational, information, entertainment and other specialized needs of consumers businesses and industries. It allow to present the detailed message along with photos, illustrations, colors etc. magazine can be classified into local or regional or monthly or quarterly magazines. The magazines were classified into consumer magazines, business publication. The consumer magazines brought by general public for information and entertainment. It may general interest magazine, glamour magazine, film magazine, special interest magazine, women lifestyle magazine. The business magazine includes publications such as trade journals for businesses, industries or occupation. It may be published as weekly, monthly, or quarterly.

ii) The broadcast media:

The broadcast media is like television and radio present set of challenges for the writers. Almost the same variety of writing style is present in broadcasting media in the print media. Interviews, reviews, report all these are presented in television as well as radio broadcasting.

Television:

Television is a principal source of information and entertainment for people exposed to mass media. It combines visual images, sounds, motion and color to achieve viewer's empathy, it allows to develop creative and imaginative ad messages in a unique way. It is believed to be the most authoritative, influential for reaching very large audience. Beginning stage of television, it has occasionally seen in the house but it is consider being a need able thing to all classes. It is most widely used in and around the world. It was one of the entertainment devices to all. It has telecast the famous person's interviews, news, entertainment programme, devotional programme, animated movies for the children that has lot of things are there in this media. Educational television is the most recent audio-visual media for class instruction. There are programmes on the TV especially for the school children. For example they can easy to learn nuclear explosions of the launching of rocket are programmes of extreme education values.

Radio:

Radio is most important device to convey the information to the listeners. It is similar to the TV but there is any visual video to the listeners. Radio is a premier mass medium for user and advertiser. It has spread the news widely. It has conveyed the ad message across the world. Commercial broadcasting is undertaken in major cities even rural areas. It is one of the most personal medium and offers selectivity, cost efficiency and flexibility advantages over other media. These are all the broadcast media to convey the information in and around the world. Efficiency of a radio ad depends upon the precision of script, accompanying sounds and levels of distortion. Radio is medium of mass-communication. Every day we listen different talk, discussion and debate from radio .it is help for the student to learn the things.

iii) The support media:

Support media is one of the tools to demonstrate the new product in the market. It usually classified into outdoor advertising, transit advertising, cinema and video advertising. It helps to demonstrate the product for lower cast. Another important entertainment for the people is cinema to watch. It has seen the attention of the audience. Nowadays, they can advertise their product through the visual basis. It is advancement of technology development.

Outdoor advertising:

Outdoor advertising is usually as supportive medium by advertisers. It includes billboards, boarding, neon signs posters ect. It is easy to introduce a new product to the audience. It helps to remind the customers. It is an efficient and cheap to use.

Transit advertising:

Similar to outdoor advertising, it is uses billboards, neon signs and electronic messages. It rates depend on the amount of traffic which passes every day. It is reduce the cost and complete within the lower cast.

Cinema and video advertising:

Cinema is a popular source for entertainment comprising of audience from all classes and socio-economic groups of the society. Because everyone like to watching the films like horror, thriller, comedy,

sentimental, romantic ect. Development of cinema there was a lot of cinema hall built for us they are spend their time to watching a film to relief for the stress. Similar to TV, it combines sight, color, sound, and movement to deliver a creative message to us. It has developed by the audience's interest.

IV) Internet:

Internet is a worldwide medium that provides means of exchange information through a series of interconnected computer. It is a rapidly growing medium. It has limitless advertising opportunities to all. It involves use of the World Wide Web to showcase a website or e-commerce portal to the world. Internet involves email marketing, social media marketing, online ads and mobile marketing. It is sophisticated to bring any through the internet. It is one of the global medium that can helpful for the users. There were different kinds of internet advertisements that are website, ad button, ad banners, sponsorship, classified ads and email. Nowadays, social media has gained popularity over the teenagers. Internet is a classroom tool that helps to find any queries and to find instantly. Everyone known to handling the internet and learn something out of it. It is easy to accessible to anyone with a computer and broadband connection. Through the internet, we also search the online lecturing for the college student. Today, learning college has ability to link the student through social media likes face book, YouTube, Google plus group and ect.. Through this method we have to select about which social platforms to use for the best practice.

Advantages and disadvantages of the media:

- It is spread the information wide. It will reach all class of the audience. It is flexible and lower cost.
- Magazines were long life and reproduction. it has limited reach and frequency. It has images, diagrams that give visual present to eyes.
- Broadcast media is powerful audio-visual media. It has high cost and limited attention to viewers.
- Radio is one of media that help to spread all .there is no visual effect but it has audio effect.
- Internet gives the detailed information to the audience. It has communicated efficiently. It has different form of answer to the viewers.

Conclusion:

Thus, media is one of the important roles to create and shape of public opinion of the society. Media is carrying a message and delivery it to the target audience. It helps spread the information in mass level. It is easy to purchase any product and sell it. Media is one of the tools to get the information for the media. There is a lot of advantages and some of disadvantages. Everyone choose the different media to receive the information for their comfort. There was different development in media for their convenience.

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Electronic media

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Mass media that use electronic or electromechanical energy for transmission of messages are called electronic media. Major electronic media are radio, television, video and audio records, CDs and DVDs etc. Of these, radio and television messages are transmitted via waves or radio signals. The history of electronic mass media start with the invention of radio by Marconi. Mass media have both advantage and disadvantage. Advantage is that people know about the current affairs what are the happens in the world, and disadvantages speaks about how the people misuse the technology in this world. Above the topic electronic media having both the positive and negative things. Radio, television and internet are the most important electronic media, in which this study concentrates only on television and internet and also on television and internet advertising and hence, here afterwards, researcher talks only on television and internet in general and television and internet advertising in particular. The literary meaning of broadcasting is to scatter seed over a broad area rather than in particular place. Now I am going to discuss about the topic electronic media and its branches.*

Branches of electronic media: Radio, movies, television, audio and video records.

Key Words:

RADIO

The radio is a powerful mass medium. Unlike other mass media, radio has a lot of advantages, both technical and message wise, to reach maximum number of people. Radio is everything as the signals reach every nook and cranny. It is wonder to hear that there are 6.6 radio receivers on average in American homes. Indian officer radio broadcaster All India Radio reaches 98.25 percent of the population of India. Remember that India is the second largest populated country in the world. Radio sets are not at all a luxury now unlike olden days when radio sets were not affordable for common people. Advancement of technology made radio production and transmission less expensive. Unlike other media, production format is sound which can be produced at a minimum rate.

RADIO SCRIPTS:

The reader of a newspaper or a magazine can select or reject paragraphs or whole stories as the fancy takes him. When he is not clear in his understanding of the author's meaning he can always re-read. This is not so of radio. The listener has to take everything as it comes or not listen at all.

ENTERTAINMENTS:

Light entertainment is a rather loose term by many stations to cover a wide field programming; book and short story readings; serialized drama, particularly light and humorous drama; variety programs featuring light musical entertainment, comics, community singing; some types of listener's letter programmes; quizzes and panel games.

STRUCTURE OF A RADIO STATION:

There are five structures in the radio station. Management department, programming department, programme director, engineering department and sales department. Management department deals that takes care of the overall administration of the station. It has internal and external administration responsibilities. Programming department deals that is an important component that specially deals with the media related responsibilities of the station. Programme director deals that he or she is the in charge of all works related to programme planning, research production and permitting for transmission. Engineering department deals that the technical aspects of the station are handled by this department under the supervision of chief engineer and asset engineers. Sales department sales it is another important section which monitor and ensure financial flow to the station.

TELEVISION

Television is one of the most popular inventions of the last century. Every day we spend hours with television. It is a reality that we cannot imagine a day without television consumption. Our imagination of the world is formed with television. By definition, television broadcasting is the transmission of visual

images, generally with accompanying sound, in the form of electromagnetic waves that when received can be reconverted into visual images.

CHARACTERISTICS OF TELEVISION AS A MASS MEDIUM:

Audio visual medium is deals while television is audio visual, means it carries moving pictures and sound. Live medium is the magical features of television, it enables us to view the events any where in the world. Domestic medium is not live. And, for watching films, we have to theatre most of us watch television in home environment. Popular medium is literacy is not a barrier in watching television while newspaper reading requires literacy. Transitory medium is television programmes are to be watched while they are telecast. Expensive medium is a television set is costlier than a radio set or newspaper. Air wave delivery is about unlike newspapers which delivered door to door, television messages are transmitted through air waves. Good for documentary information is like any other medium, television can also be used or information dissemination.

CAREERS:

News director, assistant news director, managing editor, executive producer assignment editor, news producer, news anchor, wheathercaster, sports anchor, news, reporter news writer, news assistant, sports reporter photographer, video editor, graphics specialist, internet specialist are some of the careers available in the television journalism sector. Employees in the promotion department also create commercials to advertise the station.

MOVIES

Movies are also known as films, are a type of visual communication which was moving picture and sound to tell stories or inform (help people to learn). People in every part of the world watch movies as a type of entertainment a way to have fun for some people, fun movies can mean movies that make them laugh, while for others it can mean movie, that make them cry, or feel afraid. A movie camera or video camera takes pictures very quickly, usually at 24 or 25 pictures(frames) every second. The sounds in a movie usually include the sounds of people talking which is called dialogue), music(which is called "sound track"), and sound effect. In twentieth century the camera used photographic film. The product is still often called a "film".

A screenwriter writes a script, which is the story of the movie with dialogue and thing that the actors will say and do. Producers ususally get the money by borrowing it from in bank. Actors and directors read script to find out what to say and what to do. After finished it, an editor puts the moving pictures together. An electric machine called a projector shins a very bright light through the film, and people sitting in a dark form and see it on a big screen.

THERE ARE MANY KINDS OF MOVIES

ADVENTURE: movies usually involve a hero who sets out on a quest to save the world.

ANIMATED MOVIES: use in artificial images like talking pigs to tell a story

COMEDIES: Funny movies about people being silly

DOCUMENTARIS: It is based about the real people and real events

HORROR MOVIES: Use fear to excite the audience

FAMILY MOVIES: Its made to be good for the entire family. "Disney" is famous for their family movies.

ROMANTIC COMEDIES: Its usually love stories about two people from different world.

DVD RECORDER

DVD records drives are standard equipment in many computer systems on the market, after being initially popularized by the pioneer; after market drives can cost as little as 20. DVD records drives can be used in conjunction with DVD authoring software to create. DVDs near or equal to commercial quality, and are widely used for data backup and exchange. As a general rule, computer-based DVD recorders can also handle CD-R and CD-RW media, in fact, a number of stand alone DVD drives from laptop computers in favor of portability and digital media.

Most internal drives are designed with SATA interfaces, with parallel ATA becoming increasingly rare. External drives often use the USB standard for connectivity.

DVD duplication system are generally built out of stacks of drives connected through a computer-based back plane. A video cassette recorder, VCR, or video recorder is an electromechanical device that records analog audio and analog video from broadcasting television or other source on a removable, magnetic tape video cassette, and can play back the recording. Use of the VCR to record a television program to play back at a more convenient time is commonly referred to as timeshifting. VCRs can also play back prerecorded tapes.

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DVD recorder drives manufactured since January 2000 are requires by the DVD consortium to respect DVD region codes when reading a disc. The drives are incapable of assigning region codes when writing a disc as this is stored on a part of the disc to which pc based and standalone video recorders do not have write access.

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Media's Role in Educational Structure: A Study

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper is showing the relationship between the media and education. It contains the role and importance of media in providing education, rural education and for environmental awareness. It also talks about the use of media in classroom and in the teaching learning process. This paper is representing the extensive and extreme use of media in education content and its social impact upon society because of its inherent ability to reach large number of public.*

Key Words: *Education, Media, social impact, environmental awareness*

Introduction

Education is the process of learning and knowing, which is not restricted to our school text-books. It is a holistic process and continues through our life. Even the regular happenings and events around us educate us, in one or the other way. It would not be an exaggeration to say that the existence of human beings is fruitless without education. An educated person has the ability to change the world, as he/she is brimming with confidence and assured of making the right moves. It Makes Better Citizens, Ensures A Productive Future, Opens New Vistas, Spreads Awareness, Helps In Decision-Making, Bolsters Confidence.

The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and Internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness. The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives.

Role of Mass Media in providing Education

Mass media :-

Television programs, internet websites, feature-length films, newspapers, music tapes and CDs, magazines, billboards, radio programs: essentially, a tool/technology which is used by someone to transmit a message to a large external audience is called mass media. John Dewey stated that education could not be limited within teacher and taught without social environment. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom.

Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, color, geographical, sociological, economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media i.e. newspaper, TV, radio, magazines, journals, films, etc. It is estimated that mass media may substitute the real classroom teaching in future.

Functions of Mass Media

- 1) **Providing Information:** These media help in disseminating information for the mass. People acquire different knowledge very quickly.
- 2) **Providing vocational information:** Media help in providing vocational and professional information to a larger group of the community.

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3) **Spreading awareness and civic responsibility:** People can be aware of different problems of the society and their role in changing society through mass media. People know their rights and duties for the nation clearly.

4) **Educational programmes:** Mass Media help in forming suitable habit for different programmes and they utilize their leisure time in a productive way. It also influences the behavior of the people through different programmes.

5) **Role as a non-formal agency:** Now in an advanced society mass media are not treated as informal agencies of education. They are called non-formal agencies due to its wide coverage of educational items in a systematic way. It is viewed that these media can substitute the classroom teaching in future.

Therefore, mass media are the main means of educating the society. These are the cheapest and quickest means of the education for the people. The impact and motivation is very quick through mass media. The teacher must use the educational media and methods effectively in the classroom.

Mass media for rural education and environmental awareness

Mass media and print media and its usage play a important role for the development of rural education. Various forms of mass media such as television, radio, handy video cameras, interactive video, computer and print media (news papers, magazines bulletins, leaflets) can be used for the development of rural education. Door darshan is telecasting the latest information on agricultural education and rural development through electronic media, covering majority of rural population. The findings of various studies stated that impact of TV was more on small farmers and illiterates. They watched the agricultural programmes and adopted the recommended practices. A majority of the farmers viewed TV programmes for the sake of education.

Agriculture is the mainstay of the Indian economy and approximately half of the Indian population still gets their livelihood directly from agriculture. Most of India's poor live in rural areas and are engaged in agriculture. Climate change and food security have become burning issues in the world. Continued deforestation is a major challenge for forests and livelihood and one of the major causes of environmental degradation in India can be attributed to rapid growth of population, which is adversely affecting the natural resources and environment. The growing trends of population and consequent demand for food, energy and housing have considerably altered land - use practices and severely degraded forest area as well as environment. These

include pressure on land and forests, loss of biodiversity, rising demand for energy, global warming, climate change, water scarcity and pollution. For agricultural development, knowledge and information on farm technologies, methods and practices need to be imparted to the farmers at the right time. Mass media (electronic and print media) are playing very important role in creating environmental awareness and dissemination of new agricultural technologies among the rural people. Different information tools like radio, television and news paper are spreading awareness related to climate change and environment protection among the rural people at the faster rate than personal contact. The production and distribution of printed materials such as book, magazines, newspaper and brochure may help in transfer of new information's and technologies whereas radio and television are the important tools for dissemination of quick information.

The Role of Social Media in Education Life

These days we are living in the fast developing society which every day offers its inhabitants a great number of new possibilities. Predominantly, these unique opportunities concern the advancement of social media that have

noticeably permeated the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussion. In general, the term "social media" implies the number of activities that include socializing and networking online through words, pictures and videos. To some extent, it is a two way discussion which brings people together to discover and share some information, interests as well as ideas. Admittedly, social media can range from social bookmarking, where all users have a chance to share their online libraries of links and connect to each other's lists within a definite online community, to online collaboration spaces.

Implementation of Social Media Into Education Life

Nowadays, many educational establishments are beginning to embrace social media into their everyday life. It is a wellknown fact that Twitter and Facebook are considered to be the fastest ways of finding information

that might be of great value for all students. Remarkably, these websites can be easily used for creating a discussion in the classroom. Interestingly, it is possible to create a chat room that can be embedded later to some blog and scheduled to open at a specified time. Actually, all teachers can easily pull new stories from any of these online sources and the students can put any questions in order to develop the further discussion of the previously downloaded article. Speaking about various blogs, they can be utilized to encourage creative writing and to enrich grammar skills. Thus, the professors here are welcome to suggest their requirements for writing projects that are to be fulfilled by the students within certain deadlines. On the whole, one of the biggest assets of each

social media tool lies in bringing together the students of all ages to help them with all types of assignments, starting with the homework and finishing with different researches. It is worth mentioning that such phenomenon as geo-tagging has a great future perspective in education life, owing to the fact that it can be used to target and find necessary data about the places that are being studied. In addition, it has been scientifically proven that social media can assist the students in solving their engagement crisis. Indeed, the lack of engagement has become the main reason for students' expulsion both from the course and college. In this case,

social media engages them into close communication and collaboration with their instructors so that the studying process is properly maintained.

The Use of Media in Teaching – Learning Process

Learning is a process to acquire knowledge. It needs hard work and sometimes will make students frustrated and get bored, so that they lose their attention to a lesson. In this case, the use of media in teaching- learning process is needed to attract students' attention and to make teaching-learning activities more interesting and also effective. The use of media in teaching- learning process is not a new thing. Many teachers know that media will be helpful. Media give students something new, but not all of teachers know how to implement it correctly, so sometimes media disturb learning process instead of helping students in learning process. This situation causes a problem. The use of media is questioning whether it really helps teaching-learning activities or not. Based on that assumption, the writer wants to find out the fact of the use of media in teaching- learning process, whether media can help teaching- learning process or not. By reading this article, readers will get a real experience of the use of media, which can help learning process. Besides, they will also know some obstacles that may arise from the use of media, how to overcome them, and detail example of how to conduct teaching- learning process by using media, especially globe and map. This article will provide an interview of a teacher's experience in implementing media for teaching social studies.

Usually use of media is very useful to teach social studies by this we can use pictures from encyclopedia or else, a globe, a map, and internet to teach social studies. the students had to find all-important information including the map, flag, landmark, famous buildings, mountains, traditions, etc. By using media in teaching, students' improvement can be seen clearly.

The use of media in teaching- learning process has also several advantages. Media could raise the students' interest of the lesson and media is important to lead students' attention. Media increase students' responsibility to control their own learning. In brief, we can say that the use of media in teaching- learning activity is good.

The Importance of Media in the Classroom

Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for

illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as Smart Boards allow students to move items on a screen for illustrative purposes. Students view media as exciting learning aids, making learning entertaining and less monotonous, according to the report "Benefits and Risks of Media and Technology in the Classroom "from the UCLA Office of Instructional Development.

Appeal to Multiple Learning Styles

Media appeal to visual, auditory and kinesthetic learners. Students can watch a movie, listen to music or interact with digital media on an interactive Smart Board. Effective teachers do not rely on teaching students in merely one style but use a variety of styles to reach the greatest number of students. Providing a rich learning experience through classroom media keeps students focused and engaged in learning.

Creates an Authentic Learning Experience

Using newspapers, brochures, job application forms and news broadcasts provides authentic opportunities for

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students to learn using real-world media. This method simulates real-life experiences in which students must read, evaluate and interpret information based on items that they need in their daily lives. When students use objects from the real world, they can see the connection between what they learn in school and how they can use the knowledge as a member of society.

Strengthens Critical-Thinking Skills

Teachers can use media to hone critical-thinking skills. Students can write about a song, interpret a movie or interpret a news broadcast. Teachers can use the media to ask probing questions and facilitate discussions that extend beyond basic comprehension questions. Teachers can also create projects in which students develop their own media, using classroom media as a model. This hands-on activity challenges students to formulate media, using their own creativity and interpretations from classroom media.

Teaches Students to Use Media

Using media in the classroom teaches students how to use and care for resources to further their education. Students not only learn how to use the Internet, a dictionary or a newspaper for information, but they also learn how to care for and protect the items they use, according to the Center for Media Literacy. Students can also learn how to determine the value of media and learn methods to contribute to society, producing their own media.

Conclusion

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian, communal and divisive trends.

Media integration is consistently referred to as a relatively new phenomenon in education. Although complete media integration is not yet commonplace in classrooms throughout the country, media's use in the classroom, much like that of technology, is seemingly old hat. Although "movie day in the classroom" has shifted from slides and projectors to DVDs and YouTube as a result of rapidly changing technologies in the 21st century, media use in the classroom remains prevalent none the less. Hardly a country in the world is spared controversy in education, but when one looks behind the sometimes anarchic scenes, there is a lot about which to be optimistic and hopeful.

Traditionally, the mass media and education have enjoyed a love-hate relationship. On one hand television and newspapers particularly, have provided extensive and extremely useful education content. On the other, however, their newsrooms never seem to hesitate when controversy rears its ugly head. The power of media is so extensive and huge; it can be used to educate people with very little cost. Media today is to inform the people about the latest happening around them and the world. They cover all aspects of our interest like weather, politics, war, health, finance, science, fashion, music, etc. The need for more and more news has evolved into creation of dedicated TV & radio channels and magazines. People can listen, watch and read latest news whenever and wherever they want.

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ROLE OF MEDIA IN EDUCATION

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper is showing the relationship between the media and education. It contains the role and importance of media in providing education, rural education and for environmental awareness. It also about the use of media in classroom and in the teaching –learning of the process articles of central institute of educational technology and role of mass media in development. This paper is representing the excessive and extreme arise of media in education central and its social impact upon society because of its ability to search large number of public.*

Key Words:

INTRODUCTION:

Education is the process of learning and knowing which is not restricted to our school text-books. It is a holistic process and continues through our life. Even the regular happenings and events around us educate us, in one or the other way. It would not be an exaggeration to say that the existence of human beings is fruitless without education. An educated person has the ability to change the world, as he/she is brimming with confidence and assured of making the right moves. It makes better citizens, Ensures a Productive Feature, Opens New Vistas, Spreads Awareness, Helps In Decision-Making, Bolsters Confidence. All illustrative materials will be aids to his teaching.

The term media is derived from medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of radio, TV, cinemas and internet. In the world of today, media has become almost as necessary as food and clothing. It is true that media is playing an outstanding role in strengthening the society. Its duty is to inform, educate and entertain the people. It helps us to know current situation around the world. We are seeing education institutions adapting these developments into their system and relying on group resource and mechanism to improve the student life. The media has a strong social and cultural impact upon society. Because of its inherent ability to reach large number of public, it is widely used to convey message to build public opinion and awareness.

The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer(globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives.

Role of Mass Media in providing Education

Mass Media television programs, internet websites, feature-length films, newspaper, music tapes and CDs, magazines, billboards, radio programs essentially, a tool/technology which is used by someone to transmit a message to a large external audience is called mass media. It is crucial to be active in many social platforms possible, this helps create better students training strategies and shapes students culture.

John Dewey stated that education could not be limited within teacher and taught with social environment. So mass media is one such potent force in the social environment of education. Through modern electronic techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classroom.

Really, mass media are the educational medium for the mass and mass education. Irrespective of caste, colour, geographical, sociological, economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media i.e. newspapers, TV, radio, magazines, journals, films, etc. it is estimated that mass media may substitute the real classroom teaching in future.

Function of Mass Media

1. Providing information: These media help in disseminating information for the mass, people acquire different knowledge very quickly.
2. Providing vocational information: Media help in providing vocational and professional information to a large group of the community.
3. Spreading awareness and responsibility: people can be aware of different problems of the society and their role in changing society through mass media. People know their rights and duties for the nation clearly.
4. Educational programmes: Mass media help in forming suitable habit for different programmes and they utilize their leisure time in a productive way. It also influences the behaviour of the people through different programmes.
5. Role as a non-formal agency: Now in an advanced society mass media are not treated as informal agencies of education. They are called non-formal agencies due to its wide coverage of educational items in a systematic way. It is viewed that these media can substitute the classroom teaching in future. It's all are important of mass media.

Mass Media for rural education and environmental awareness

Mass Media and print media and its usage play an important role for the development of rural education. Various forms of mass media such as television, radio, handy video camera, interactive video, computer and print media can be used for the development of rural education. Door is telecasting the information on agricultural education and rural development through electronic media covering majority of rural populations. The findings of various studies stated that impact of TV was more on farmers and illiterates. They watched the agricultural programmes and adopted the recommended practices. A majority of the farmers viewed TV programmes for the education. Social media has the ability to broaden your perspective on various subjects and illuminating that you may need help in.

Agriculture is the majority of the economy and approximately half of the Indian population still get their livelihood directly from agriculture. Most of India's poor live in rural areas and are engaged in agriculture. Food secret have become burning issues in the world. Continued deforestation is a major challenge for forests and livelihood and one of the major causes of environmental in India can be attributed to rapid growth of populations, which is adversely affecting the natural resources and environment. The growing trends of populations and consequent demands for food, energy and housing have considerably altered land-use practices and severely degraded forest area as well as environment. These include pressure on lands and forests, loss of biodiversity, rising demand for energy, global warming, climate changes, water scarcity and pollution. For agricultural development knowledge and information on farm technologies, methods and practices needs to be imparted to be farmers at the right time, Mass Media are playing very important role in creating environmental awareness and discrimination of new agricultural technologies among the rural people, different information tools like radio, television and newspaper are spreading awareness related to climate change and environment protection among the rural people at the faster rate than personal contact. The production and distribution of printed materials such as book, magazines, newspaper and brochure may help in transfer of new information's and technologies whereas radio and television are the important tools for discrimination of quick information.

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These days we are living in the first developing society which everyday offers its inhabitants a great number of new possibilities, predominantly, these unique opportunities concern the advancement of social media that have noticeably permeated the modern education world. In fact it is not a secret that the majority of teachers and professors highly appreciate the power of these tools which lies in the ability to engage, motivate as well as to involve the students into deep contemplation and sensible discussions.

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The use of media in teaching- learning process has also several advantages. Media could raise the students of the lesson and media is important to lead students attention. Media increase student's responsibility to control their own learning. In brief we can say that the use of media in teaching- learning activity is good.

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Media in the classroom engage students in learning and provide a richer experience. Media are useful tools for illustrating a lesson, allowing students to see examples of what they are learning. Interactive media such as smart boards allow students to move items on a screen for illustrative purposes. Students view media as exciting learning aids, making learning entertaining, according to the report "Benefits of media and technology in the classroom" from the UCLA office of instructional development.

Appeal to Multiple Learning Styles

Media appeal to visual, auditory of learners. Students can watch a movie, listen to music or interact with digital media an interactive smart board. Effective teachers do not rely on teaching students in merely one style but use a variety of styles to reach the greatest number of students. Providing a rich learning experience through classroom media keeps students focused and engaged in learning.

Creates an Authentic Learning Experience

Using newspapers, brochures, job application forms and news broadcasts provides authentic opportunities for students to learn using real-world media. This method simulated real-life experience in which students must read, evaluate and interpret information based on items that they need in their daily lives. When students use objects from real world, they can see the connection between what they learn in school and how they can use the knowledge as a member of society.

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Teachers Students to use Media

Using media in the classroom teacher students how to use and can for resources to further their education. Students are only learn how to use the internet, a dictionary or a newspaper for information but they also learn how to care for and protect the item they use, according to the Centre for media literary. Students can also learn how to determine the value of media and learn methods to contribute to society producing their own media. The role of media and technology in education is quite obvious in today's educational settings. This is part of NMU's laptop initiative plan that believe providing every students with a laptop will help improve their academic performance.

Conclusion

The media has the power of educating people, the good and the bad. Since it affect the eyes, the ears and the mind simultaneously nothing can overcome the influence of the media. The media in the advanced society should perform a noble mission of enlightening people and discourage sectarian communed and divisive trends. The internet lately that education can thank for helping push your minds forward at an accelerated learning pace. They should utilize all resource possible to make the programme of a very high quality and worth- listening into from the point of view of content, speech, style, audibility and present of the paper. Traditionally, the mass media and education have enjoyed a love-hate relationship. On one hand television and newspaper particularly, have provided and extremely useful education content. On the others, however, their newspaper never seem to hesitate when tears in ugly head.

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ROLE OF MULTIMEDIA IN ENGLISH LANGUAGE LEARNING

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Multimedia technologies in learning English language is one of the superlative and pioneering methods in language instruction, specifically to instruct and reinforce the prospects to accomplish purposes of language learning. In the contemporary period, many academicians and experts get to know the significance of using various technological strategies in the activities of language teaching and learning equally. The new approaches have made language learning more fecund, active, and communicative. Further, some investigation of the potentials to use multimedia technologies for effective learning of English is to be endeavoured. Besides, this paper will understand the learner's attitudes towards the multimedia technologies used for learning English language.*

Key Words: *Multimedia, technology, language learning.*

INTRODUCTION

The Multimedia technology explores the relationship between the language learning and multimedia instructional conveyance structures. It is intended around and is determined by the hypothesis that the intermediate potentially represents a influential resources of endorsing and enhancing the developments of literary considerate. We be certain of, in additional disputes, that the multimedia can play a role in enhancing the activities of student-centred, learning. As an primary pace towards analysis of the expertise's real and potential role in literature learning, a complete analysis of the design strategies employed in both salvable and experimental multimedia applications was assumed. Through this process, we have attempted to determine whether the strategy of current applications replicates the philosophy and didactic approaches to learning. Multimedia claims with potentials for learning language usage as an fundamental goal for the activity. A group of potential circumstances for using multimedia in the literature accordingly arose.

DEVELOPMENT OF MULTIMEDIA ON LANGUAGE LEARNING

Multimedia is for learning language are receptive to this necessity for innovative systems of thinking and learning. For example, students learn not just about literature, but how to extract their learning experience into literary understandings; understandings that are innermost, deviating and as such sympathetic of the development of critical and artistic intellectual about biospheres both imaginary and tangible (Langer, 1990). Through seminar discussion, journal publication and learning language, scholars' retorts to what they read become articulated, esteemed and sophisticated; scholars' skill to contemplate and voice about their retorts, besides, not only progresses their fictitious experience, but contributes to the expansion of philological and cognitive skills transversely contented assortments (Langer, 1993; Miller, 1993).

Multimedia usage in the classroom -- predominantly the use of computers -- has historically harmonized the preceding set of possibilities. The contemporary inquiry emphasizes on the end. If multimedia in learning are not to be thought of as acquaintances realms against which students are eroded and predictable to attain the precise structure of information, it is because the current goals of learning English language no longer contest this concept of instructional technology.

This disparity is reflected in the results of our multimedia applications analysis and assessment. That is, when scrutinized within a methodical multimedia software appraisals direct that the popular of communications currently on the market for literature constantly tumble short of what would optimally accompany in language learning. In short, rather than shimmering instructional archetypes that are fixed in constructionism, association and socially-mediated learning, practical claims rise to perceive more to the material brokerage ritual with connotation deriving from text on the screen rather than from scholars themselves (see Swan & Meskill, forthcoming).

ROLE OF MULTIMEDIA IN LANGUAGE LEARNING

This description foremost discourses usage of multimedia technology in the language learning based upon and how certain convention patterns are consistent with language learning process. The connection of desirable system is then taken up: argument of specific artefact features deemed desirable by learners and whether multimedia products now on the market include such characteristics follows. When learning methodology is coordinated with education technology in English language. Undoubtedly it enhances the effectiveness of language learning with terms of interest, motivation, accuracy and competence of language. The role of multimedia in English language has marked tremendous success in advanced countries. In developing countries, the multimedia for the English language remains still a contentious issue. Radio, television, tape recorder and computer are powerful means to motivate learning English language with interest.

THE IMPACT OF MULTIMEDIA IN LITERATURE

The technology and apparatuses providing by it afford a sole platform for both the well-known authors and regular people. Individuals today freely express their opinions consuming electronic media such as blogs and social networks. Technology nowadays also empowers one-to-one correspondence amongst a writer and a reader, to access modest and consideration of literature by scholars, academics, and readers. Online literature admittance by academics is cumulative day by day. Increasing an number of academic organizations are manipulative their online developments such as courses in literature, linguistics, creative writing, etc.

Among the vital procedures that characterize the growth of technology, there is the growth of multimedia, a technology that brought organized hardware and software. It was called digital synthesis: the melting of digital technologies constructed on computer usage. The growth of multimedia containing Hypertext and E-books, fetched fundamental deviations in the language learning process because they developed the way of writing and reading.

MULTIMEDIA IN ENGLISH LANGUAGE LEARNING:

The multimedia described here makes use of print texts, film and Internet to develop and enhance linguistics and acquaintance. Through their interactions with multimedia texts on topic of interest, scholars become increasingly accustomed with hypothetical lexis and etymological structures. As they follow sustained learning of one content range through emphasis discipline exploration, the learners become actively elaborate in the growth of meaning structure within and across dissimilar media. Working through the complex combination of meanings, embedded within different texts inspire scholars to make acquaintances as they shape a extensive range of illustrations, which are then obtainable to support them grasp imminent manuscripts. Using print, film and Internet as possessions for learning provides learners with prospects to gather information through inducements that will arouse their minds, occupy their attention and acquaint with them to the rare materials for analysis and understanding of both linguistic and background. Scholars develop hard substance in several subject ranges and developed "gratified specialists" in one. Accordingly they greatly rise their overall knowledge base, along with their English language learning and critical learning skills, enabling their presentation in imminent academy developments. While several learnings support the application of multimedia technology in the classroom, Liu, Jones and Hemstreet (1998) point out that the strategy of multimedia is useful when technology is to have any outcome on learning. One of the key drives of multimedia in learning is to enable the growth of academic learning skills for learners through the practice of the objects material for inscription projects. The program is existing as a replication inclined to curiosity and motivation. Learners using the program initiate themselves in the computer-generated creation of language learning.

Computer

One of multimedia is computer, which is an tool for electronic in both print and visual possessions are consistently assured. At the connect of a mouse, text resources existing learners with a miscellaneous gathering of reliable English language texts dealing with a wide variety of interdisciplinary themes, and at separately network page link, scholars have the advantage of analysis print texts with the benefit of abrupt visual reinforcement provided by pictures and slide demonstrations, facilitating the collaborative belongings of print and visual data processing.

Internet

Using the Internet for emphasis castigation study not only imparts developed order thinking skills, but also encourages perilous and societal literacy as learners encounter a variation of information,

synthesizing that information through support and association with their nobles. Associates of emphasis discipline clusters mostly method strong inclusive relationship nurtured by their combined efforts throughout the analysis.

Print Text

The Print text used in presenting scholars with urbane analysis that comprises cognitively challenging language and presents a varied range of lexis. Yet, these texts may be problematic to recognize. It is proposed to existing in printed and filmic text. By understanding print texts resolve the benefit of instantaneous visual provided by pictures or slide show. In learning skill of consuming multimedia, scholars watch the certain video novel. Subsequently observing scholars are asked queries about the video and dispensed essay topics, then divided into suggesting groups. They deliberate and develop the themes in their cluster. They then make coarse draft before offering in front of further clusters.

Film

Film can be used to deliver a filmmaking substantial. The learners can read a print text and watch the film later, according to Kasper and Singer (1997:5-17), the film can clarify comprehension, consolidate concepts and reinforce learning. It is expected to the scholars to abundantly comprehend both visual and verbal comprehension. By watching the whole film the scholars predictable to know several ranges of theoretical discourse such as mind, conservation learning and others to increase the spoken and written perception (Kasper and Singer, 1997:5-17). The interaction between the Multimedia and characteristic of scholars' learn can regulate the consequence of scholars' learns. It means that the scholars will become a substantial benefit when they learn by using Multimedia affording to their features, types and their learning styles. Filmic scholars will acquire more advantages when they learning through visual Multimedia, like films, figures, videos, or pictures. While audio scholars are being facilitated by learning with the audio Multimedia, like radio, voice record, or teacher's discourse. However, audio-visual scholars are going to attain the persistence of English learning by using individually categories of Multimedia; audio Multimedia and visual Multimedia.

The Hypertext

Hypertext is a set of connected papers among them through the dynamic words - links. It can be assumed of as a net, in which papers denote nodes. The main distinguishing of the hypertext is that the learning can be comprehended in a nonlinear way: any of the network forms can be "inheritor", based on the optimal of the keyword from the reader. It is probable that privileged a hypertext you read altogether papers that relate to the selected key term. Choosing different key words results in the opening of different documents: inside of the hypertext it is possible to access practically an inestimable number of reading styles. Vannevar Bush² is known as the ancestor of the hypertext, with the device intended by MEMEX (memory extender) as a kind of folder and computerized reference library. This device was thought to syndicate a very huge data conventional, also creating the prospect of connecting to each other of its various sectors. But the one who indeed conceived the hypertext and multimedia terms was Theodor "Ted" Nelson, whose notions and apparitions had a lot of impact on the computer creation.

E-Books (electronic books)

The electronic book is an electronic form of a traditional printed book that can be recited via a individual computer or an eBook reader. This form of book apart from the images, it may also comprise sounds. The study of literature through multimedia embodies a new method, which is additional attractive related to traditional books where verbal comprehension is predominant. It creates communicating activities and provides learners with opportunities to study authors and textbooks using a variation of media and bases of information. It involves collaborative work and tries out to be a influential catalyst for cooperative learning. Learners use a varied range of approaches to experience, understand, interpret, and evaluate the texts.

CONCLUSION

Multimedia is very convenient in learning the English language. The purpose of multimedia is to improve the skill of the learning, so that the virtuous amenities in the learning process. Since the language learning is to make easy in communication. The execution of multimedia in English language learning is appropriate for young learners. Multimedia can be encouraged the learners to state and transcribe. The learners' inspiration is aroused by consuming multimedia in learning.

National Seminar on Media: A Tool for Cultural & Social Development

Organized by Department of English Sri Akilandeswari Women's College, Wandiwash-604 408 Tamil Nadu

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The impact of mass media on women in modern society

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Mass media are used as channels of mass communication. The main aim or function of mass media is to inform, educate and motivate the people to accept new ideas and technologies so as to increase their living conditions and status. The ongoing communication revolution has opened up opportunities of increase speed development, particularly for women and children. But if it remains uncontrolled and unguided, this revolution will have a negative impact on women's lives. From time to time, one finds reports of one or the other group of women activists protesting against what they describe as wrong-exploitative projection of women in media, especially in electronic member of the media. Women are essentially seen as attractive and marginal to national growth and development.*

Key Words: *Media, Communication, Revolution, wrong-exploitative.*

The plural nature of Indian culture and the diverse role played by women are neither known nor communicated. This results of stereotyped image and role of women in unsophisticated projection of their reality. When we talk about women's image society projects, we remember their ideal of a woman's hood or its popular stereotypes or the position of the women in institution, the role or position of women or the vision of poets, (Shrivastva, 1992).

Schramm (1964) said artists and prophets about women that it is extremely difficult to imagine that national and economic development can be achieved without the input external information. Apart from that complexity and indirectness, it remains the fact of information relating to development must reach the population in order to bring about any positive change. But if the majority of the population lives in less accessible and isolated villages both in plains and hills, it is very difficult to communicate effectively.

In such a situation, mass media are extremely important to stimulate a sense of involvement which is essential for development. Mass media create an empathic spirit, broaden people's horizon and support a climate of change. That is why Bellurkar (2000) said that national development should be served by the mass media. Among a variety of mass media, television is regarded as a powerful media, as an institutionalized source of information to increase awareness of the innovation existent with additional information. It is used as a powerful educational tool to concurrently reach millions of people around the world. The rural women's eyes and ears make this media one of the most promising educational sources of today. They offer vitality and improvement which attract attention, create interest and stimulate for learning. In order to keep pace with this development, it is essential to use television effectively as a means of communication.

The media not only reflects reality, but also it shapes ideologically and materially. While there are times when the media are relatively open to the plurality of women's roles and their contribution, these attempts are often unseen and unheard of due to the much stronger force of the negative messages resulting from the movement of women in the 1970s and 1980s, which began to find their way into mainstream papers. Even though coverage has been mixed, it is also true that many issues, such as the struggle of women against violence, dowry, rape and their struggle to protect the environment, have received a set of considerable coverage in newspapers.

The distance between women and the media not only deprives women of their right to information and knowledge, but also keeps women in the dark about women's unashamed abuse and truth alteration. While the images of women reflected in the country's various mass media are not very different, it is an interesting exercise to study how these images feed and support the stereotypes. The media's distortion of realities has increased the gap between the various sections of society. Effective information is one of the most important channels for the growth and development of women in the casual or unorganized sector, because women can hardly take improvement of them without information on services and benefits available through legislation, government programs, banks and voluntary organizations (Ray, 2008).

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The traditional mass media had a partial sphere in countries where it originally grew, operating strictly in agreement with local people's values, norms, traditions and basic needs. However, the invention of new technologies such as satellite communication, cable television and the Internet has helped to reach the world's audience across national borders. In fact, these boosting inventions have turned the world into a global village by turning media into an international entity.

There is a large group of India's working women in the rural and unorganized sectors. Indian women still have a traditional social majority and are in a damaging position. The reasons for this disadvantage are the inequality of women's access to and involvement in all communications systems, in particular the media, and their inadequate mobilization to promote the contribution of women to society.

Women and girls are facing great discrimination in worldwide access to economic, educational, health and social services. The range of economic activities of women in developing countries, on the other hand, is very wide. It includes employment in the formal and informal sectors, as well as self-employment in the production of agriculture, trade and crafts, etc. ICTs have many opportunities to improve the economic activities of women in the fields of trade, governance, education, health, crafts, formal and informal employment. ICT offers women many opportunities in work and small business situations. Teleporting, flexibility and home work are some of the gender dimensions of the uses of ICT (VAPS). Education is a vital factor in social mobility and social change in a country where analphabetic predominates over literacy. Education is part of the overall development effort in a developing society. Indian women have been kept away from the educational corridors for more than a thousand years: In a closed traditional society, family and family unit play the role of major socialization agents.

But it is the part of this role in a transitional society and that the important part of it also transferred to formal education. Therefore, education is the first step towards the development of women. Many of the newspaper articles and reports emphasize the role of women's education. There are regular radio programs to increase the contribution of women in education and employment. This electronic medium has become an important socialization agency with the advent of television. A lot is formally learned by television. It is used in our society as a teaching aid in schools. In addition, many educational programs are regularly broadcast on television.

Women are treated in society as sex properties. Realizing the importance of women in society to improve the status of women, many schemes and policies have been formulated by the government. Many schemes, such as Stree Shakti, Myrada, SGSY, etc., encourage rural women to self-employed and saved. In addition, women's participation in the Panchayat Raj Institutions administration is also aimed at empowering women politically. All these policies and schemes are published in newspapers and magazines in order for women to become aware of them. In addition, there are many radio and television programs that are interactive in empowering women. Website and social networking sites are also popularized in India for women's empowerment. Mass media helped Indian women learn about the worldwide and now their views are not limited to their own geographical area. This awareness expands people's vision and reduces some prejudices and stereotypes. By reading newspapers or watching various television channels, women have become more aware of these people's different countries and cultures. They have thus gained more knowledge about the social culture and life of various people throughout the world.

In summary, the media plays an important role in changing the way women live in rural and urban areas. This study therefore analyzed the impact of mass media on modern women.

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IMPORTANCE OF MASS MEDIA IN EDUCATION

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media describes any channel of communication. Digital media, which makes up an increasingly vast portion of modern communications, is comprised of intricately programmed signals that are transmitted over various forms of physical and virtual media, such as fiber optic cable and computer networks. Media education acknowledges and builds on the positive, creative and pleasurable dimensions of popular culture. It incorporates production of media texts and critical thinking – decoding, analyzing, synthesizing and evaluating media – to help us navigate through an increasingly complex media landscape. That landscape includes not only traditional and digital media, but also popular culture texts such as toys, fads, fashion, shopping malls and theme parks. All over the world, there is a growing need that media education be included in the school curriculum. Media education in India has witnessed a dramatic change over the last decade, in line with the phenomenal growth of the media industry. The new, violently competitive media scene demands well trained professional journalists.*

Key Words: *Media, Digital media, Communications, Education, Navigate, Curriculum, Competitive, Industry, Journalists.*

The important role of mass media in education the education of our children has always been emotive and when the mass media is added to the mix, explosive nature is predictable. Hardly a country in the world is safe argument in education, but when one looks behind the sometimes chaotic scenes, there is a lot about which to be optimistic and hopeful. Traditionally, the mass media and education have enjoyed a love-hate relationship. On one hand television and newspapers particularly, have provided extensive and extremely useful education content. On the other, however, their newsrooms never seem to pause when argument rears its unattractive head.

The child of today is born in a multi-media culture. He does not only depend on old means of mass media for his information as he wakes up checking his e-mails, receiving current news from the face book, goes onto the World Wide World to check the news of the day. Thus, before he is out of his bedroom, he knows what is happening around his environment in particular and the world in general. This is opposing to olden days' system when one depended on the newspaper in the morning, the radio and television at night to get news around his environment of relevance as well as news on international issues.

In another development, the school, which was considered as the second means of socialization, competes with the various social media. The new media have taken this role. Roxana Morduchowicz (2008) says: "The media and information technologies have become a place for today's youth – sometimes, the only place that speaks about them and to them". Today's teenagers live in a different cultural experience from their elders, with new ways of perceiving, feeling, listening and seeing. These dimensions must not be skipped over in media education.

Faced with this new cultural reality, there is no point in becoming alarmed or reacting defensively. What society and especially school must do is analyze the way to get closer to youth culture (or not). Garcia Canclini, (2006) is of the view that "If we agree that young people also build their cultural capital outside the classroom, and even in relatively autonomous settings, school can no longer be viewed as the only legitimate place to convey pre-established symbolic baggage".

School, however, does not always seems to be catching on. So the result is that school culture remains out of touch with youth culture. Youth go ahead in a universe governed by parameters different from those legitimized by school culture. From its beginnings, school – born with the printing press – has always been most closely linked to print culture. Schools have lived in a world ruled by the logic of books, linearity and sequential order. Schools since then, and to this day, continue along the pathway of writing, words and textbooks. And schools have often ignored the cultures that have begun emerging and co-exist with them outside the classroom such as movies; television and new technologies. This traditional concept of schools has widened the divide between the culture from which students learn and the culture from which teachers give class.

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Martin Barbero (2003) maintains that the challenge for today's schools is to recognize that knowledge is spread and circulated in new ways. Two changes have been keys to this process – de-centering and –de-timing. *De-centering* means that knowledge is no longer the exclusive domain of books and schools, but is also beginning to circulate through other spheres, such as the media.

De-timing means that knowledge has slipped free of the timeframe socially legitimized for distributing and acquiring knowledge. Time for learning has until now been circumscribed within an age range. Now, although school-age has not gone away, its existence is shifting. What we learn at school must fit in with learning that comes through other sources, learning freed of the boundaries marked by age. This learning transcends the schoolroom, lives at all times and spreads lifelong.

The great challenge of today's educational system is to train children and youth to access and use the multiple ways of writing and thinking that lead to the decisions affecting them at work, at home, in politics and economics. Learning colleges have the ability to connect with students through social media networks such as Face book, Google Plus groups, and YouTube. These channels can be used to communicate campus news, make announcements and provide students with useful information. This builds engagement between the College and students which help tackle many student issues through the group interactions.

Institutions can share supportive and positive posts that reach all students that are connected to the networks and pages. Video is a prominent tool in social media trends that are effective and you can use it to share useful videos that inspire students and help them in their course subjects. It is advisable to be selective about which social platforms to use for the best practice.

There are various reasons that call for combination of media education in schools. The following are some of the most important reasons:

- There is a great flood of information that children receive outside school, much of it from the media. Schools should be where all this information flows together, albeit often contradictory and confusing at times for students.
- The media and technologies construct a picture of the world on the basis of which each of us builds our own. It is important for schools to teach students to critically analyze the way media represent reality, so students are better prepared to build their own images, representations and opinions.
- For many children and young people, pop culture gives them meaning to construct their identity. They learn to talk about themselves in relation to others. If school is to get closer to them, to narrow the gap between school and youth culture, it must integrate pop culture, which wields such weight in constructing their identity.
- Information for information's sake is not enough. Only schools can turn information into knowledge. Teaching to read, interpret, analyze, evaluate messages broadcast by the media is a task that, for many students, only the educational system can handle.
- Media education, finally, reinforces students' social and civic education and participation. Against this backdrop the youth needs to be equipped to deal with the vast amount of information that circulates in the media rich environment. It is in this perspective that media education as an intellectual and critical engagement helps people to make a better sense of the different media products available. In this regard, the youth is trained to evaluate the media they read, hear, and see and to speak for themselves.

Youth- produced media is a main component of today's society. Young people are constantly producing and sharing media; in a way it is their main mode of self-expression, of reassuring themselves that they are in the world, that they are alive. But creating and sharing media per se – as important as it is – is not truly as essential as that young people producing media become aware (ethically aware) of the role and significance that media has in our communities. This awareness is the terrain of Media and Information Literacy.

The United Nations Convention on the Rights of the Child recognizes the importance of the media in children's and young people's development. The media is seen as playing a crucial role in shaping community attitudes towards children's rights, equipping children with information central to their wellbeing in a child friendly environment, and soliciting youth's views on matters that affect them. However, through the production of their own media, youth can be empowered to tell their stories about the issues that they see as most important, and to share these with the world. Producing media is a way for youth to creatively engage with their society, their family, their friends, themselves. It allows them to create their own media representations, and to become aware of the ethical responsibilities of their media messages.'

In summation there is need to introduce media education in our institutions of learning because as AML (1989) puts it, 'Media literacy is a life skill.' It is aimed at persuading the state and the church to

introduce media education in our institutions of learning. This is on the count that the media affects all aspects of life and at the moment, for the youth, the new media, for instance, serve as a great tool for education, information and entertainment. We must teach the youth to learn how to use the media responsibly; else, they will use it wrongly. The classroom is the ideal place to teach the responsible use of the media. Media education should be taught in our primary and post primary institutions.

Finally, researchers must continue to explore the implications for media education within democratic education. They also must examine how media can be integrated into different educational contexts. Many of the studies cited in this paper are from research done outside of the typical school schedule and setting. One question is, how can simulations, critical media literacy, and democratic pedagogies reach students in the poorest and least well-equipped schools? After all, these are the students who most need access to high-quality curriculum and instruction. They are also exactly the young citizens we want to equip to take civic action locally and globally.

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MASS COMMUNICATION "ROLE OF MEDIA IN EDUCATION"

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media is the Latin plural form of medium. Media helps to communicate with others. For Example, Television, Radio, and Newspaper or different types of media. This communication channel through which 'News, Entertainment, Education, and Data.' Media helps to gain the knowledge of rural place people. Media play a vital role in education. We are seeing in education institution adopting this development into their system to improve the students life. In ROLE OF MEDIA IN EDUCATION is very important. In media provides internet to reach information resources. Which are very useful for various education purpose and business as well as no about what happen our surrounding world. This media divided into three parts Print Media, Electronic Media and New Media. Print Media include 'Magazines, Newspaper, and Books'. Electronic Media includes. "Television, Radio, Movies and Video Recorder". New Media provide a main purpose of education like internet. At present all are include themselves in social media likes 'Facebook, Whatsapp, Hike, Instagram and Twitter etc.. But rural place people did not have a proper education, so they used this type of social media to educate themselves and achieve their goals easily. The use of social media in education based of perception and practice of teachers to enrolled themselves to participating in university level opportunities. The education of our children is most important and when the mass media include to learn easily. The social media helps to communicate, COMMUNICATION IS ONE THING IT IS A VITALTY IMPORTANT THING BUT IT IS NOT ENOUGH. Many parents and educators have fearful to repercussion of having social media in the classroom. Because the social media tools can be misused for 'CYBERBULLYING'. Or sharing in opportunity content as a result cellphones have been banned from classroom. But some schools are permit to use cellphones and tablet, computers, in class. But as long as student use this type of social media in academic purpose, education purpose and improve their knowledge to identify himself to others. We are going to present about the topic of 'ROLE OF MEDIA IN EDUCATION'.*

Key Words: *Print Media, Newspaper, Journals, Book, Cyber bullying*

INTRODUCTION:

Media has become a part of our daily life. The media play a important role in the learning process. Media has shape our personalities change the way. We perceive and understand the world and express immediate reality. In present day people facing two general problem "Information Explosion" and the "Population Explosion". Information explosion means an explosion of great knowledge. That means today the world through out social and technological changes expanding world of information. So there is explosion of knowledge. Another thing explosion of knowledge there is also population explosion. The student population is immensely increasing year by year due to this growth of population people also want to education with varying level. The problem of "Population Explosion" is more serious for developing countries. Especially India is facing this problem of population as well as information explosion. There is two general problem "Information Explosion and Population Explosion" is critical problem for education. Because more people want and wish to learnt themselves and more people want to job. But this problem of population explosion all are not have proper education and job. There is a cry for "MORE EDUCATION TO MORE PEOPLE IN LESS TIME" for solving this problem successfully education technology to create in media of mass communication. This helps to educate for uneducated students.

Importance of mass media:

Mass media provides good information for using this mass in less time. It provides a correct information bring to given the all over the world. It sense to information to rural place and helps in distant learning. This media easily reach one group to another group and connect relationship. Children spends more hours to sitting in front of the television and spend more times with Media.

Impact of media in Education;

Media had both Positive and Negative impact in education. Positive impact is it increase our educational quality and increase our knowledge it had two major approach to using media and technology in schools. first students can learn with technology and media. Students can learn from technology and media. Students learn with technology and media it increase our thinking power. Negative impacts is students used to learn

with technology and media, that makes students very lazy and dull. Students used to study media. Its not giving proper meaning and deep learning it not give a correct answer to students questions. Students not understand to see and learn continue video. Teachers and students not interact in this media learning.

Types of media in education:

There are two important types of media in education that is print media and electronic media print media like “Newspaper, Books, Magazines. Electronic media like “Radio, television, and audio visual.

Print Media:

In 1457, JOHANNES GUTENBERG invented MOVABLE METAL TYPES. This is the way for mass production of printed materials. The role of mass media is special important for education. Print media are being to printed in every regional material and newspaper to give uses. This way information can transform to readers.

Newspapers:

Newspapers are periodical published document that carried current information and important news and social issues. In 19th century “power press” was invented this fast our printing. Invention of Teleprinted is help to gathered information in remote place. This newspaper are helps to learn our national language and also provide another like EnglishNewspaper, its helps to increase our English knowledge. This newspaper also printed in public opinion. Now mass media provides a equal information like newspaper. They are many types of newspaper published like page size, format, content type. This newspaper given a correct information to rural and urban place. But at the same time this mass media also provide information to rural and urban place. That is easy to understanding watch the video to uneducated people.

Journals:

Journals are magazines which are published in daily bases. It given a current information to immediately. The journals of educational change to welcome and support. It reflected most important idea and educational change like newspaper, magazines also play a vital role in modern society and educated people. At the same time some another type of magazines also published like ‘Fashion Magazines’. It is reflected new and fashion mind set of people. This is helps to develop who all are like to educate fashion designing students also\helps to big business of fashion world.

Books:

Books are play a important role in education. Because book is main source of educated students. This book had more information provides good knowledge of students. It increase students from one level to another level. Unlike newspaper, magazine books stored a large number of information. At the same time media also provide books in internet.

Types of books:

There are many types of books ‘Novel, stories, fiction, poems, and non-fiction’. This types Of books are interested to study. This available in media also. After studied books students haveinterested to wrote their own books. It is takes them to next level.

Electronic Media:

At present electronic media play important role in education. Because all schools adapted this electronic media. Electronic media include radio, television, and audiovisual. Radio play a Important place from one place to another place. In past radio takes correct information and currentTrend from people. It give informal educational and uninformal news from people.

Listening participation radio in education:

Radio emphasis is on sound. It not have any images. In classroom teacher using to teach the students with radio. Day discuss about the current information. This time long discussion among students and teacher. Radio is also provide talks, debates, discussion over a radio. This is also important part of students education.

Television:

Television become an extremely popular source of entertainment among all over world. We listen and see the instruction of speaker from television. Television also provides education base ads. Television through the important and good idea of history of the country. Because uneducated people did not know the reading of books. So the watch the television. Television play a important role of mass media.

Advantage of educational television:

The advantages of educational television are many. The young people watching the television to get more idea and information. Example: Rocket launching in NASA.educational television is available for many information and what student needed.. It is bring new kind of teaching gives from students.. This

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educational television gives to familiar on childrens to part culture, history and social life. When the students are started to studied in see the television, it motivating both adult andChildrens, because it not only educated it also entertaining.

Audio Visual Technology in Education:

The importance of audio visual (AV) technology in education is necessary for modern classroom teaching. It is adapting the schools and students can easy understanding. This audio visual classes are more effective of teaching. This class students more interactive with teachers the AV technology used in education is currently main to "INTERACTIVE WHITE BOARD".

Audio visual technology in schools:

AV technology has been used in classroom and school conducted smart class also, but onlyThe form of TV and VIDEO PLAYER to show short education films. Now it is the computer. ThatShows educational films and that given important point related with subjects and students also Entertain and interested to see this type of learning. This is given different types of learning, Teachers also given to the students from combination of both audio and video learning. This way Students grabbing different information in different place.

Conclusion:

Mass media is very important in our entire life. This development of media and technology is important of education and changes of attitudes, development of awareness, encouraging originality and creativeness. Media has given particular attention to needed of education. Last but not least media given a particular place of education and also education become very entertaining. students also spend more time in front of media to their learning time.

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Role of Media in Education

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media become a part of our life. Media plays a major role in life especially in education. Computer education is becoming pertaining to a command in most of the universities across the world. In education, media communication forms a significant and complete part of student lives. The reason is that communication is necessary for students in all spheres of life. Communication is a process of exchanging thoughts, feelings and emotions. Information, advice, order, education, warning, motivation and rising morale are objectives of communication. The word "communication" is derived from the Latin verb "communicare" which intends 'to make common' or 'to share'. E-learning is very easy to gain knowledge from educational software. Distance learning courses are depend on text helped by a large range of other media or audio, video tape, radio, television, broadcast, and vocational meetings with teacher or professor.*

Key Words: *Media, Education, computer, Communication, Latin, E-learning, Course.*

Introduction:

The media scenario in world has undergoes many changes since independence. We have travelled under the modern age of satellite technology, internet and cyber space. The oldest media are Newspaper, Journals and Radio. The modern ones are computers, Cell phone and internet. Media has both merits and demerits. It directs us in which way we are using it.

Television:

Television is one of the most powerful medium of the world. Television has audio visual effect. It entertains and attracts everyone. So, it has become an essential part of our life and also it is a dangerous evil in our day to day life. Sometimes, television can be used to teach the spoken English, yoga, dance and cooking.

Cable television:

Once Doordharshan, was the only channel to power of seeing. But now thousands of channels are received through cables and set top box. The new trend of a people is aimed only to entertain; so many channels rely on cinema materials. Yet there are channels especially for sports, news, education and scientific inventions. They are instructive and educative.

Uses of television:

Television is one of the easiest ways of communication. People sitting in their homes, they can comfortably get information about current affairs and happenings in the world by television. It educates the people with a general knowledge test, argument, geography and discovery channels.

Impact of television:

Television has made the home makers addicted by the mega serials. Many children watched cartoon channels to play out door games. They have almost spoiled their reading habit. The youngsters are spoiled badly by seeing late night shows. Television in fact subdues us to 'lazy' human beings. Moreover it destroys our precious time; the viewer's eye may be affect in that time.

Computer:

Today computer has become a portion and small packet of man. It is considered to be very accurate in its task and known for its high speed. It has played an important role in the growth of science and technology.

Uses of computer:

Computer is known as 'Electronic brain'. It performs routine tasks at a greater speed than human beings and millions of calculations in seconds. It is used by elders to simplify business works. Children use it for playing games, drawing pictures and playing music. The students use it for reference and information collection. The students used it at home for part time jobs.

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Computers are also used in government office, industries and other business centers. The computer helps quick identification of criminals by matching finger prints and identifying voice patterns. Weather forecasts are rely on compute. Computer also plays a necessary role in space technology.

Disadvantages of computer:

All functioning of the computer has to be guided by man, so it always dependent to human beings. Computer cannot work out in an alternative solution. Computer viruses are difficult problems. It does not have taste, experience, feelings or emotions unlike human beings.

Radio:

Radio is the most far reach network of communication for the people. Even not educated people can seek the help of a radio to know about the current affairs. The radio signals cover almost the whole country.

Journals:

The number of journals has increase since the dawn of Independence. The reader has the choice of reading in detail. The print media has the limits. It cannot be communicated directly to illiterates.

Internet:

Internet is a store house of information. There are several millions of pages of information are available on the internet. Internet is a network of networks that connect computers all over the world. Network is an interconnection of system to share data and information. It is a collection of government academic, commercial, individual and other sites.

Uses of internet:

Internet is used in the field of education and medicine. We can communicate with millions of users of the internet via e-mail.

Disadvantages of internet:

The security of secret matter is on high risk, especially for armed forces since terrorists are try to hack their secret files.

Cell phone:

The mobile is creating a major revolution across the world. Mobile phones are alter the way of our life. Cell phone has created a link around the world. Cell phone has improved the work pattern of small labors and farmers doing business in the country.

Disadvantages of cell phones:

Usage of cell phone during driving is the major reason for accidents. It diverts our attention. The camera in the cell phone has produced lot of problems to the public especially women folk. Long time use of cell phone can reason for brain problems due to the radio waves.

Cinema:

Cinema is considered to be the cheapest and famous means of entertainment. It has also involved in educative side.

Uses of cinema:

Films on the historical subjects gave vast knowledge of history than any book. Religion, art and literature can also be known via movies. It also serves as a means of social and moral make better. It offers employment to thousands of people. The advertisement media has been benefitted via cinema.

Disadvantages of cinema:

Excessive watching of cinema can affect to the eye sight. The youngsters are subjected to rude scenes and dancers and to the display of violence. It affected the behaviors of many boys and girls.

Role of media in education perspectives:

Media plays an important role in education. In education, media can be largely used for communication. Media communication is a milestone of education.

Media communication:

Nowadays communication can be done extensively in media. It can be done through the Radio, Television, Wall posters or News papers. So communication in media can easily reach the common people's mind. Communication in media involves five types; they are follows,

- Written communication,
- Oral communication,
- Visual communication,
- Audio visual communication,
- Computer based communication.

Written communication:

Written communication includes the written form of messages like letters, memos, reports, telegrams, forms etc. Everything has to be written and passed in the written form called as a written communication.

Merits:

The receiver can read the message again and again until he understood the meaning of the information or messages. It is not possible in oral communication. Written communication is providing to be true and authenticity. The ancient record and works gave a point for fresh decisions.

Limitations:

- Time consuming,
- Valuable not in terms of payment for carry out of letters.

Oral communication:

Oral communication can be done by telephone, conference call or by some instructions given by orally to somebody. Speech is more powerful means of persuade and control. With the help of tone, stress and pitch, the speaker can gives the shades of meaning.

Merits:

- It helps to save time and money.
- In the oral communication, speaker should get immediate response if it is producing an advantageous effect on the receiver, if it is understood by the receiver or not. He could alter the message accordingly.

Demerits:

- Illegal based.
- Message cannot be employed for long time.
- Not to able to transmit the lengthy message.
- Not available for the people in long distance (absence of cell phone).

Visual communication:

Printed pictures, posters, slides etc., are come subordinate the visual communication. It can be used to cause very chief and simple thoughts, signs and cautions. It is the most effectively used with the help of other media.

Merits:

- Facial expressions, body language are come under the non-verbal communication.
- Face to face communication becomes more strength and whether it is followed with appropriate body language.

Audio-visual communication:

The sense of seeing and hearing the cinema are come to subordinate the audio-visual communication.

Merit:

- It is more suitable for large publicity.
- It also used effectively for mass education.
- Now it becomes very cheap and easiest communication to everyone.
- It helps to understand easily for both literate and illiterate people.

Computer-based communication:

Computer based communications includes the fax, voice mail, electronic mail and video conferencing. Nowadays e-mail can be used to communicate quickly and easily. Computer based communication is the landscape of education communication.

Merits:

- Speed communication.
- Video conferencing can be replaced by personal meetings.
- World Wide Web used as a publishing platform.
- Easy to store and mend the information.

Conclusion:

Lord Northcliffe says that "Make the paper happy, fresh and free from dull news and plenty of contrast in the news". T. S. Mathews says about the communication that "Communication is something so simple and difficult that we can never put it in simple words". W. H. Newman and C. F. Summer express that

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"Media communication like the radio, news paper journals are very necessary to express ourselves to these media and collect carefully all information".

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Social Media and Political Mobilization

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The media plays a vital role in a democracy informing about the political issues and against abuses of power. During the election time the media gives the information to the people and gathering about the political parties. This is the study to carry out an analysis of the effects of the social media in political mobilization. 1. The social media as a communication tool and 2.the role of social media and political mobilization. Findings from the study show that the social media is an effective tool of communication among the people. At that information is exchange second by second among the people. However that social media played only a limited or secondary role. Therefore the types of social media used ratings of the most used social media and their impact on society.*

Key Words: *social media, political issues, political mobilization, communication tool.*

Introduction

The social media played in World over, groups, organization, individuals and even nations are using social media and other e-mail platforms mobilize millions of people to support. The media is backbone of our society. It makes as aware of social political and economic activities happening around the world. Media is called fourth pillar of the world due to the important role of media in shaping public opinion. It plays in resolvable role in shaping a healthy democracy television and ratio is significant achievement in our world. The media highly help to convey the message to the people. Mainly the First India was established in late 18th century with news paper hicky's Bengal gazette founded in 1780.

Social media as communication tool

Social media has become an effective role and efficient way to communicate the process. The social media interactions among the people in which they are create, share their information and ideas. The effective communication is most extreme extent to both small and large industries independently from other things. This is particularly so you can determine the target public and carry your message to them. It is very easy to communicate with the people.

Collaboration

Tools are uses on daily basis

There are tools that many of us use on daily basis that have a social aspect to them. For example Wikipedia is a collaborative tool which make possible to many people to simultaneously update and view on online encyclopedia or a book of knowledge. Google docs allows the to share and edit the documents online such as text documents or spreadsheets, and drop box allows people to upload or download files from a central "folder" which multiple people can access from a range of devices .example desktop personal computer , phone, tablet, etc.

Brand monitoring

Tools are perhaps less in publicly

These are tools that are perhaps less well known publicly, but are increasingly known about in particular in public facing companies and consumer brand. Brands monitoring tools enable you to read and summarize state controlled media channels and top-down controlled social infrastructures.

In the US,UK, and elsewhere - we have witnessed Twitter and other social media channels play an increasingly pivotal role in political debate, campaigning and winning elections, and the media agenda. The traditional media channels previous monopoly of political framing, analysis and messaging, to allow political leaders to communicate their messages directly with ordinary people and for vices and perspectives of ordinary people previously by the traditional media to begin our coverage and exposure.

Political activity and news reporting

When this article was first written in 2012 it would have been almost impossible to predict further impact of social media on political activity. In 2018, we know differently. We have witnessed the Arab spring, where social media facilitated ground up revolution in multiple middle eastern authoritarian mode of government allowing ordinary citizens to freely discuss anything and then to organize to prove .

Media sharing

How to share and use?

The most well known video sharing sites include you tube and vigorous energy, where users can upload and view video, while being able to add comments create channels, and connect with different users. For examples of music sharing tools include like Spotify. Which are adding increasing features to allow people to share playlists and musical tastes? As well as this sites that offer photo sharing service with the help of social features included. For the example of social book marking site that follows you to share interesting photos, events and sites that you have found on the web with other people.

Entertainment

It contains console the games and handheld devices, yet with an arrival of the internet, and other social media. The entertainment and gaming industry has great enjoyment interest and adopted the "social" aspects to the extent some games now heavily to be dependent on this in order to retain and monetize players. Which utilized face book for exposure, as well as being designed having player interaction to the game.

Traditional methods of campaigning

An organized source of action to achieve the goal are still found everywhere in India with prospective political candidates going door-to-door and distributing and freebies, promising the being of people, to develop the courtesies, and portraying themselves as models of transformation and evolution. However the current wave of political to obtain the right to employ as roots in the wider political climate. In 2016 was the year of momentous events.

Sheer volume of social media

Such a social medias outpour was too much to avoided, and hence brought the once lake of interest to express their opinions. The shock of politics in 2016 has successfully borne new interest and engagement in young people. The problem, however is that obtain the right to employ remains, for the most part, in the give out of steady light to the social media. 49 percentage of people have witnessed a political conversation actually turn into an argument between friends and they end up getting into virtual a noisy fight and finally unpretending to each other. So clearly, if we are not careful, this charged political climate can lead to some serious problems among the friends and groups.

Average voter of today

The amount of information is valuable through Smartphone, television and radio. The flood and information changes the way in which voters think and make decisions. The political is the most talked about the topic on social media. That BJP's face book account has over ten million followers, AAP's nearly three million is proof. Then the political parties set of trend on twitter almost every day. For examples whats App too, flooded with political memes.

Politicians and political parties are directly facing the effect of changing thought process of unexpected election results are rise of collective movements. The political parties that are seeing the change in voting patterns, as well as the push for shifting policies and increased movements and against, are changing their campaign and governance styles quickly. Those who are continuing on the same path of playing caste politics and disregarding the changing world around them are inviting failure. Social media is surely changing the perception of voter very frequently hence no decision is static.

Impact of social media

Social media is a controversy topic in today's world. Some people think that socio media destroy human interaction and life human relationships. Now, touch of a button people could be communicated their information and ideas with anybody anywhere in the world. According to Forbes, there are about 1 billion social media accounts in all over the world, these account makes almost all of the countries of the world connected with each other. Social media is a very common in today's modern world; social media is considered to be one of humanity's greatest achievement and accomplishment.

Conclusion

Thus, the social media touches on many different kinds' areas, from Blogs and gathering without an order sites, to collaboration brand monitoring, politics and news. As new tools continue to develop across in increasing the number of sector, we can active within the areas relevant to you-to be able to take advantage of the potential benefits to your business or organization.

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Multi Media and its Role in behavioural changes of children and Adult

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Children and teenagers widely use social media, and recent studies have shown that they spend majority of their time daily in social media pages. This study aims to show the positive and negative impacts that social media has in the development of the teenagers. This review brings together work from disparate fields which examine the relationship between social media and social capital, privacy, youth safety, psychological well-being, and educational achievement. We observed this phenomenon in Albania by interviewing teenagers between 11-16 years of age. Those selected were regular users of social media. The study shows that children and teenagers were positively affected as social media helped in increasing their communication abilities, getting information, developing their technical skills, and how they can effectively use this recent technology. On the other side, they are exposed to risk of Facebook depression, cyberbullying, and online sexual harassments. In the conclusions part of this study, some suggestions were given for further studies.*

Key Words: *Social media, benefits, risks, teenagers, children*

Introduction

Teenagers in these days widely use social networks (sites). They have made this a part of their daily activities. Every webpage that allows for social interaction is considered to be a social media site. These pages includes the social network pages like Facebook, Twitter, Instagram, Myspace; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Consequently, such sites offer today's youth a portal for entertainment and communication. Based on the significant increase from previous surveys, 73% of wired American teens now use social networking websites (Lenhart, Purcell, Smith, & Zickuhr, 2010). Another study shows that 22 % of the teenagers log in their preferred social networks more than ten times per day, and half of the teenagers that were asked, log into this social media more than one times per day (Common Sense Media, 2009). According to *American Psychological Association (APA)*, in the last 5 years, the number of pre-teenagers and teenagers that use these pages increased dramatically. According to a report done for the benefit of the European Union (2014), 59% of 9-16 year olds have a social networking profile including 26% aged 9-10, 49% aged 11-12, 73% aged 13-14, and 82% aged 15-16. Social networking is most popular in the Netherlands (80%), Lithuania (76%), and Denmark (75%), and least in Romania (46%), Turkey (49%), and Germany (51%) (Livingstone et al., 2014).

On one hand, the internet affords many opportunities for learning, entertainment, enrichment, and personal growth. Therefore, parents have a positive view of its use, and encourage children and adolescent to make judicious use of it. On the other hand, parents are ambivalent to the internet, as they are aware of the potential risks it carries by exposing users to negative content such as pornography, violence, commercialism, cyberbullying, unsupervised social relations, and privacy and security issues (Ceyhan, 2011). Many scholars suggest that students learn in new ways using social media and that educators should embrace these new platforms (Ito et al., 2009; Jenkins, 2006).

For example, Facebook and similar social media programs allows students to gather outside of class for the purpose of collaborating and exchanging ideas about assignments (O'Keeffe, G.S. & Clarke-Pearson, K., 2011)

What is Social Media?

"Social media is a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allows the creation and exchange of user-generated content." (Kaplan & Haenlein, 2010). The foundation of social media is the social interaction, which gives the participants the possibility to share opinions, thoughts, and knowledge in a global forum where time and place are insignificant (Carlsson, 2010). Web

2.0 contains social networks and communities such as Pirate Bay and My Space, blogs and sites where the participants themselves create the content e.g. Facebook. Web 2.0 is a platform on which social media is

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based (Carlsson, 2010). The term Web 2.0 refers to websites that are designed to: (a) rely on the participation of mass groups of users rather than centrally controlled content providers, (b) aggregate and remix content from multiple sources, and (c) more intensely, network users and content together (O'Reilly, 2007). Kreutzer and Hinz (2010) identified various social media platform types: blogs, microblogging sites (e.g. Twitter), media sharing sites (e.g. YouTube), social bookmarking sites (e.g. StumbleUpon), bulletin boards, and social networking sites (e.g. Facebook). Kaplan and Haenlein (2010) also add virtual social worlds (e.g. Second Life), virtual game worlds (e.g. World of Warcraft), and collaborative projects (e.g. Wikipedia) to that list. Furthermore, these sites offer youth entertainment and communication opportunities. Therefore, engaging in various forms of social media is a routine activity of which research has shown to benefit children and adolescents by enhancing communication, social connection, and even technical skills (Ito. et al., 2008). In recent years, the number of preteenagers and teenagers who use such sites has increased dramatically.

The Benefits of Teenagers in Using Social Media

The social media through its interactive platform enables the users to communicate with other members in building social relationship and sharing information and knowledge related to the needs and activities in the real life. Teenagers in particular, spend a great amount of their time interacting in their social lives. The usage of the social media by the teenagers occurs at the same time with their developing identity, sexuality, and their physical and moral development. Recent studies show some benefits derived by this teenagers as they have improved in their communication. At the same time, they have also improved their social life and emotional life which have a great impact on their development process.

Social Media may also provide a supportive environment for adolescents to explore romance, friendship, social status, and it provides teens the opportunity to share and discuss their musical tastes, knowledge of television and movies, video games, and the other aspects of adolescent culture (Ito et al., 2008).

Socialization and Communication

Social media sites allow teens to meet many online tasks that are relevant to their lives offline: to lie about friends and family, make new friends, share photos, and share ideas (Ito. et al., 2008). Social media participation can also offer adolescents deeper benefits that extend into their view of self, community, and the world (Boyd D, 2007). Thus, young adults who spend more time on Facebook are better at showing "virtual empathy" to their online friends (APA, 2011). Again, social media sites allow teens to accomplish many online tasks which are important to them offline: staying connected with friends and family, making new friends, sharing pictures, and exchanging ideas (O'Keeffe, G.S, Clarke-Pearson. K, 2011).

Accessing Health Information

Teenagers can find and access online information about their health concerns easily and anonymously. Excellent health resources are increasingly available to youth on a variety of topics of interest, such as sexually transmitted infections, stress reduction, and signs of depression (O'Keeffe, G.S, Clarke -Pearson. K, 2011). However, the encouragement of parents to be more informed about the online accession of their children would go a long way in obtaining more information and would lead to a deeper discussion about this issue.

According to Lenhart et al. (2010), teens also use online searches to gain answers to many of their health concerns with 31% of online teens getting health, dieting, or physical fitness information. Seventeen percent of teens who use the internet, report they use it to gather information about health topics that are hard to discuss with others, such as drug use and sexual health (Lenhart et al., 2010).

Enhanced Learning Opportunities

The different studies conducted on the effects of social media sprang from the results that are seen when people use the media and the new technologies which evolved. Many scholars suggest that students learn in new ways using social media; and as such, educators should embrace these new platforms (Ito et al., 2009; Jenkins, 2006). Middle and high school students are using social media to connect with one another on homework and group projects (Boyd D, 2010). Some schools successfully use blogs as teaching tools which has the benefit of reinforcing skills in English, written expression, and creativity (Borja RR, 2005). In addition, social media programs allow students to gather outside of class for the purpose of collaborating and exchanging ideas about assignments (O'Keeffe, G.S, Clarke -Pearson. K, 2011). Social networking can provide tools for teaching in compelling ways that engage young students (APA, 2011).

Risks of using Social Media

Apart from the benefits, social media also brings threats to the teenagers. They are at risk if they access the internet under the age they are not allowed without their parent's permission. The minimal age of internet access is 13 years old. This age was decided by the Congress in the Children's Online Privacy Protection Act (COPPA, 1998), which prohibits Websites from collecting information on children younger than 13 years without parental permission. The American Academy of Pediatrics (AAP) encourages that age should be respected. Therefore, falsifying age has become a common practice by some preadolescents and some parents, but this action risks the safety of their children.

According to the report made by the EU (2014), around half of all 11- 16 year olds has encountered one or more of the 10 risks we asked about. With a recent increase among girls and the younger children in some countries, the changes from 2010 to 2014 suggested that children are experiencing more of both risks and opportunities - in Denmark, Italy, and Romania (and, less, in Ireland). Moreover in Belgium, Portugal and the UK, children are now benefiting from more online activities without an equivalent increase in risk. Therefore, the risks that teens face online are similar to those faced offline (Carroll, J.A. & Kirkpatrick, R.L., 2011)

Cyberbullying and Online Harassment

Cyberbullying is defined as an individual or a group wilfully using information and communication involving electronic technologies to facilitate deliberate and repeated harassment or threat to another individual or group by sending or posting cruel text and/or graphics using technological means (Mason, 2008). Cyberbullying is any behavior performed through electronic or digital media by individuals or groups that repeatedly communicates hostile or aggressive messages intended to inflict harm or discomfort on others beyond the school grounds, and follows targets into their homes (Patchin & Hinduja, 2006). Use of social media also creates an opportunity for emotional distress by receiving threatening, harassing, or humiliating communication from another teen. This is a common threat for the teenager and pre-teenagers. Cyberbullying appears similar in prevalence to offline bullying; and current data suggest that online harassment is not as common as offline harassment (Lenhart A, 2007). Furthermore, cyberbullying can occur to any young person online, and can cause profound psychosocial outcomes such as depression, anxiety, severe isolation, and tragically, suicide (Patchin J. & Hinduja S, 2006). The Monash University found in their study that the majority of surveyed secondary school students (72.4 per cent) indicated they had received unwelcome or unpleasant contact by strangers via their social networking profiles (Monash University, 2011).

Cyberbullying has been shown to cause higher levels of depression and anxiety for victims than traditional bullying. It has also been connected to cases of youth suicide with teens known to engage in reading hurtful comments some days before their suicide attempts (Kowalski, 2010). Teens most at risk for cyberbullying are also those at risk of offline harms, such as teens who have experienced sexual or physical abuse or those living in poor home environments (Berkman, 2008)

Sexting

Sexual harassment encompasses a wide variety of behaviors and can range in severity from degrading remarks to unwanted sexual advances and sexual assault (Dill et al., 2008). Unwanted online sexual solicitation is defined as "the act of encouraging someone to talk about sex, to do something sexual, or to share personal sexual information even when that person does not want to" (Ybarra & Mitchell, 2007). Sexting can be defined as "sending, receiving, or forwarding sexually explicit messages, photographs, or images via cell phone, computer, or other digital devices" (Berkshire District Attorney, 2010).

Based on the studies conducted in different countries, it was observed that this phenomenon is present among teenagers. Livingston and Bober (2004) point to a discrepancy between the large numbers of children who admit being exposed to pornography, and a significantly smaller number of parents who are aware of their children's exposure to it. Children also report longer hours of daily use than their parents report, and admit more often than their parents are aware of, that they are exposed to some kind of online harassment (Cho & Cheon, 2005; Liau et al., 2008; Livingston & Bober, 2004). A study done in Washington in 2008 concluded that 20% of teens have sent or posted nude or seminude photographs or videos of themselves (National Campaign to Prevent Teen and Unplanned Pregnancy, 2008). Youth are much more likely to receive sexual solicitation between same-age youth than sexual predation; and most of these solicitations come from sameage peers who are known offline (Collins, 2011). In a study of European Union countries, 15% of 11-16 year olds have received peer to peer "sexual messages or images ...[meaning] talk

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about having sex or images of people naked or having sex," and 3% say they have sent or posted such messages

(Livingstone et al., 2014).

Facebook Depression

Facebook depression is defined as a depression that develops when preteens and teens spend a great deal of time on social media sites, such as Facebook, and then begin to exhibit classic symptoms of depression (Davila et al., 2009). As with offline depression, preadolescents and adolescents who suffer from Facebook depression are at risk to social isolation and sometimes turn to risky Internet sites and blogs for "help" that may promote substance abuse, unsafe sexual practices, or aggressive or self-destructive behaviors (O'Keeffe et al., 2011). Teens who use Facebook more often, shows more narcissistic tendencies, while young adults who have a strong Facebook presence show more signs of psychological disorders, including antisocial behaviors, mania, and aggressive tendencies (APA, 2011).

Daily overuse of media and technology has a negative effect on the health of all children, preteens, and teenagers by making them more prone to anxiety, depression, and other psychological disorders, as well as making them more susceptible to future health problems (APA, 2011). Teens who are the heaviest media users, reported being less content and are more likely to report that they get into trouble a lot, are often sad or unhappy, and are often bored (Rideout, 2010).

Privacy Concerns and the Digital Footprint

Today, the main risk faced by preadolescents and adolescents online are risks from each other, risks of improper use of technology, lack of privacy, sharing too much information, or posting false information about themselves or (Barnes S. A, 2006) This kind of behaviors puts their privacy at risk. When Internet users visit various Websites, they can leave behind evidence of which sites they have visited. This collective, ongoing record of one's Web activity is called the "digital footprint." One of the biggest threats to young people on social media sites is that of their digital footprint and future reputations (O'Keeffe et al., 2011) Preadolescents and adolescents who lack an awareness of privacy issues often post inappropriate messages, pictures, and videos without understanding that "what goes online stays" (Palfrey et al., 2010). As a result, future jobs and college acceptance may be put into jeopardy by inexperienced and rash clicks of the mouse (O'Keeffe et al., 2011).

Albanian Teenagers and Social Media Usage

20 teenager of age 11-16 years old were interviewed in the framework of this article. They are using social media regularly and at the end of the day, they counted nearly 3 hours of navigation on social media. 99% of them access their Facebook account every day and they also make two or three accesses per day. 65 percent of these teenagers use Youtube for music and other videos. 30 percent of them play online games and 10 percent of them read information from Wikipedia. All these teenagers use social media especially Facebook to connect and communicate with friends and to make new connections with unknown people. Majority of the teenagers participating in the interviews made online communication with unknown people in different ways: in their inbox, poke option, likes and comments in the statuses, photos etc.

Furthermore, 70 percent of them used social media to share materials use for the learning process. The materials shared between them generally are links that helps them develop their learning skills, share their homework, obtain consultancy about their lesson problems, listen to tutorials on Youtube, and communicate in a foreign language by practicing it. Some of them use social media to read information about any pathology or any health problem as a result of curiosity about the health problems of others. The disturbing fact is that these teenagers felt threatened by the usage of social media. Three of them confessed that they were threatened and harassed by unknown people in their online communication. 10 percent of them accepted that they shared sexual content with known and unknown people. All of them were uninformed about the digital tracks and were not careful about the information they shared online. They shared a lot of personal information about their life, address, and location. Only one of them admitted that he experienced Facebook depression. He wanted to stay long online on Facebook and had no desire to communicate with his nearby friends and family.

Conclusion

Based on the studies cited in this paper, we come to the conclusion that social media is a very important platform in the daily life of the teenagers. They benefit by increasing the communication skills with friends and relatives and they can develop their socialization process more. Also, we can say that the teenagers were able to use social media to obtain information about topics like health, education, and to increase the technical skills using the last technologies.

Consequently, various forms of social media have changed the ways the teenagers talk, learn, and think. On the other hand, teenagers are in danger of Facebook depression, cyberbullying, and online sexual harassment. It must be stressed that the benefits and risks of teenagers in the usage of social media have a significant impact in their physical and psychological development.

It is necessary to create parents and teachers “awareness” on the risks faced by pre-teenagers and teenagers on social media. These two groups should encourage dialogs between teenagers and discuss in detail the risks that come from the usage of this pages and the impact it might leave on them. However, the studies in this direction are few and we suggest a wider study in Albania and other regions on this issue.

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MEDIA AND ITS IMPACTS ON LANGUAGE LEARNING

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper defines the role of media in education. The rise of digital age has opened up great opportunities for people worldwide to connect with each other and access a diverse range of information. This paper is showing the role of social media and its impacts in education system and the social development. It contains the importance of media in provided that education. "Pen is mightier than sword"- this proverb seems to be exact even in today's situation as the media seems to increase strength in the modern society. Media role is important in modern society. Media's development has been attended a growth in the range and complexity of social activities and engagements, rapid change, technical innovation, rising private income and usual of life and decline of some outdated form of regulator and authority. The Internet provides useful for various purposes in education, work and business as well as in keeping up with world trends. This paper focuses on the part of social media in education development and society. The media is a major champion in upholding the basis of communal harmony in the country.*

Key Words: *Media, Education, Language, society, Communal harmony.*

INTRODUCTION

The word media is resultant from the medium, which means carrier [or] mode. Social media is unique of the major platforms for communications. We cannot imagine our daily lives without media. We can certainly connect with anyone from a different country. Social media has been one of the finest and important sources of communication. Social media is at this time to stay. Social media is the social communication among public in which they create, share information and ideas in simulated communities and networks. Broadcasting complexes are budding and its current reaching to large people day by day. They are so many kinds of social media which exist today. Communal media has to be taught as a entire set of tools slightly than the individual painless and secluded mechanism. The tools [Facebook, Twitter, Google, WhatsApp, Telegram, Skype, etc.] are to create affective communication and use to achieve our goals. Social systems need to be perfect in a humanistic besides not technical approach of thinking, how ties between the people act in altered conditional in the context. [Providing information, providing vocational information, Educational programs] are functions of media.

IMPACT OF MEDIA IN ENGLISH LANGUAGE:

Media requires artificial the preferred learning classes of fresh people need to absorb English from place to place the world. Social media is emerged in various forms to bring people together as communities. English is the major approved phonological of the world. It is a global language, spoken in several countries equally as a native and also second [or] foreign language. By expending faithful teaching solid available around the material that is related to the pragmatic and circumstantial knowledge of the students, an English classroom can be prepared interactive, interesting, and also learning friendly. Many students are use [Facebook] a social networking service, as a part of their daily lives. The media tool support the language trainers to stop over associated with their aristocrats around the world and stay updated about their fields. Social media offers the student with the opportunity of participating in actual, pertinent conversations taking place online and working the target language with [or] without the help of an experienced teacher by his [or] her side. Media plays an important role through English language. The average young people in the world use media as a tools for a learning English. It feels like everyone has mobile phone today. Learning a altered linguistic includes social features which impacts the way in which individuals learn language. Media has so much effectiveness in peoples. The students will use the tool once, in a while for any kind of education purposes. Social media affords students the chance to exercise English every day in diverse context. Their development is gradual, they learn from their faults as they require monitor and scaffolding all the time.

INDIAN EDUCATION SYSTEM

The concept of education delivered through many centuries and junctures in the process of evolution and at every single step it had a diverse connotation affording to the then existing condition.

Learning is the progression of unloading familiarity through purposeful teaching learning method. It is also means the development of inherent skills, capacity, mellowness and attitude which comfort a mortal being to keep their persona and live fabled life. Indian education system is one and only of the largest educational systems in the world. The knowledge existed imparted through eye-to-eye mode of learning. In the method like Gurukul, disciples are alive together with the teacher and assimilated knowledge under face-to-face teaching-learning mode. Today, we monitor this old-style method of teaching-learning but in the formula of classroom teaching with innovations as many changes occurred time to time. There have been changes brought in and innovations introduced into the Indian learning structure to meet every changing, increasing and diversified demands of the nation.

SOCIAL MEDIA AS A TOOL FOR EDUCATION

Education is the major practice of learning and knowing, which is not regulated to our text-books. It's a universal route and remains over our life. Even the systematic goings-on and trials around us train us, in single [or] another way. Mass media and copy media plays important roles for the improvement of rustic education. It is also used for the development of rustic education. Learning is a process of developing knowledge. It is just needs hard work and the attention to a lesson. In this case, the practice of media in schooling system and learning process is so effective. Teachers can use media to develop their skills. In education field, students can write about a song, interpret a news broadcast with the help of social media. Teachers use the tool to create projects in which students develop their own media, use classroom media as a model. Media in the classroom engage students in learning and provide a rich experience. Interactive media such as smart sheets allow apprentices' vision media as sensational wisdom aids, creating culture entertaining. The media has the powerful tool of educating people, the good and bad. In the twenty first century, media use in the classroom remains prevalent none the less. Media today is to update people nearby latest happening around them and the world. Social Medias are very useful in finding better career for students.

The colleges and the other institutions are fully active in social media with their online identity. Students can easily refer the colleges and institutions profile and choose the satisfactory colleges and institutions for their higher studies. Really, mass media is the educational medium for the mass education. Now students are not interested to carry heavy books. They can ready to browse collaborative media sources. Teaching is no omission in consuming communal media. Most of the instructors and professors use you tube to show students the different kinds of clippings which are related to their subjects. Media technology has generated social changes in the behavior and lifestyle patterns of the consumers. Media is shaped the culture, media is shaped the society. The speed of mass media has caused in carrying society through the world closer. Mass media used by the consumers' production to report to people around their goods and services. Media is the best funds of recreation. The mass media occupy a prodigious proportion of our leisure time. The possibility of media possessions is often seen to challenge separate respect and autonomy. Media adjust the way of exercise in recent generation. Pupils are now discussing the social media to catch more information. There are some readings which discovered the learning and teaching roles of social media. Social networks ensure to be present clear in a humanistic and not authorized way of thinking. Another tool for generating communication among tutors and scholars are the direct contact media like [WhatsApp, Telegram, etc.] Teachers must think about the age of their students, most of the social media have limits in standings of age.

Nowadays many educational establishments are opening toward squeeze public media into their life. It is a well-known fact that the Medias are considered to be the fastest ways of finding information that might be great value of all the students. Actually, all the teachers can easily pull new stories from any of these online sources and the students can put any questions in order to develop the further discussion of the previously downloaded article. Generally practice of media is suitable to clarify social lessons by this we contain images from encyclopedia [or] else, a globe, a map, and internet to communicate social studies. Media increase the student duty to regulator their private learning. Social media offers a method to the students to excellently extent for each other in regards to session ventures, group assignments. A number of the scholars who make sure of not gross an interest consistently in class might feel that they can prompt their opinions easily on social media. Social media presentation formulates young employees to become successful marketers. Social media provides the opening for educators to teach good numeral citizenship and the use of internet for the productivity.

It is help to better understand their audience by their likes and dislikes. Additional influence of social interacting places is it unites public on a vast stand for the attainment of precise goals. Nowadays media

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has grown into a new fixed of cool tackles for connecting new peoples. Day to day life is entwined by the societal media teenagers are in conversation and statement with their friends and assemblies by using different media. The usage of social media in education is responsible for students with the skill to develop more suitable material to bond with education groups and other learning systems that variety education opportune. Social system outfits manage to pay for students and institutes with numerous prospects to expand education methods.

CONCLUSION

The result of the study disclosed that social media could play a major role in education. It is help both teacher and students to the routine of social networking. It is suggested that teacher be made responsive of the disadvantages of social media. The social media is now with more services and resources can make use by the users of social media. Finally the media is a major tool for the education system. "undoubtedly the maximum main role of media is to forage the ground to payment layers of information, thus that a base is laid for knowledge on which we walk.

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EDUCATION DEVELOPMENT IN MEDIA

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper is showing the relationship between the media and education. It contains role and importance of media in providing Education. It's also talks about the use of media in is classroom and in the teaching learning process. This paper is representing the extensive and extreme use of Media in Education content and its social media upon society because of its inherent ability to reach large number of public. Social network tools afford students and institutions with multiple opportunities to improve learning methods. Through these networks, you can incorporate social media plunging that enable sharing and interaction. Students can benefit from online tutorials and resources that are shared through social networks.*

Key Words: *Education, Media Social media*

INTRODUCTION:

Media is everywhere it has become a part of our daily life .The media play a dominant role in the learning process. Media has potential to shape personalities change the way we perceive and understand the world and our immediate reality. The term media is derived from medium which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. In the world of today, media has become almost as necessary as food and clothing.Itsduty is to inform, educate and entertain the people. It helps us to know current situation around the world. The role of media in education is evident today by the number of Computer labs, Television sets and libraries that have becomes part of curriculum in most schools days.

TYPES OF MEDIA:

PRINTMEDIA

- NEWSPAPER
- MAGAZINES
- BOOKS

ELECTRONICMEDIA

- RADIO
- TELEVISION
- INTERNET

EDUCATION:

The word education has its origin from two Latin words Educare and Educatum.Educare means to bring up or draw out and Educatum means the act of teaching or training.

M.K. Gandhi said, "By Education, I Mean an All Rounng Drawing Out Of the Best In The Child And Man's Body, Mind And Spirit"

MEDIA EDUCATION:

The media is the most powerful entity on earth .They have the power to make the innocent guilty and to make the guilty innocent .Media is used for educational purposes is called Educational media or Academic communication.

Media education is the process of teaching students to interpret, evaluate, and think critically about media systems and the content they produce. It involves careful analysis of media ownership, commercial intent, news coverage, bias, and representation. This includes, but is not limited to, examining social media platforms (such as Facebook, Twitter, Instagram, Snap Chat, etc.), Internet memes, mobile apps, selfies, television programming, films, news, print advertising, online advertising, viral video content, political communication, public relations, and all forms of popular communication.

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ROLE OF PRINTMEDIA IN EDUCATION:

NEWSPAPER:

F.R.Francis said, "Newspapers Are Common Man's university"

Through newspaper, we can get news, information, and we can learn our national and English newspaper are very helpful to learn our National language and English language. Newspaper was the best way of learning before independence, and creating public opinion in the time of Sir Syed Ahmad Khan

MAGAZINES:

Through magazines we can learn by article, features, interviews, short stories and we can get very nice literature by magazines.

BOOKS:

Book is the best source of education. A lot of material of formal and informal education is available in the books.

SOCIAL MEDIA IN EDUCATION PROCESS

ROLE OF TELEVISION IN EDUCATION PROCESS:

- ✓ Day-by-day the use of educational television increased at a rapid rate and tremendous progress has been made in use of educational television in India after 1982.
- ✓ As the number of schools equipped with T.V. sets increase, benefit of E.T.V. programmes were extended to number of students in different subjects like Physics, Chemistry, Hindi, English, Geography and current affairs.
- ✓ TV does play an important role in shaping a person's life, both professionally and personality.

USES OF MOBILE IN EDUCATION PROCESS:

- ✓ The advent of mobile devices has changed the learning methods of students.
- ✓ M-learning technologies include handheld computers, [MP3 players](#), notebooks, mobile phones and tablets. M-learning focuses on the mobility of the learner, interacting with portable technologies.
- ✓ Using mobile tools for creating learning aids and materials becomes an important part of [informal learning](#)
- ✓ Students store all their notes in mobile and study from it, because it's easy and convenient.

ONLINE LEARNING:

- ✓ Online has assumed the role of an important media for imparting distance education.
- ✓ Understanding eLearning is simple. ELearning is learning utilizing electronic technologies to access educational curriculum outside of a traditional classroom.
- ✓ In most cases, it refers to a course, program or degree delivered completely online.
- ✓ It helps to understand the entire syllabus without the help of a teacher.

CONCLUSION:

We can rightly conclude that the effect on media is vast on the life of each and every individual. The Media has the power of educating people the good and bad since it affects the eyes, the mind, the ears simultaneously nothing overcomes the influence of media. Media has opened a new dimension and gave a new meaning to education. Therefore, teachers have to be properly motivated and made interested in the use of such materials. And they have also to be trained and oriented in the adequate use and maintenance of the materials. Training in the methods, techniques, use of various means and media help a teacher to be good and efficient. All illustrative materials will be "aids" to teaching.

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THE DEVELOPMENT OF MEDIA ON LITERACY AND CIVILIZATION TECHNIQUES

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *New media is not only insist new skills and add to civilizing and social changes. The main reason of this paper is to present two hypothetical approaches which look at how both conventional and new media (print, electronic and digital media) can role in terms of contributing to development of literacy and civilization techniques. It is a determined project, trying to mingle two comparatively different hypothetical approaches, each of substantial complication. Media highly contribute in many developments and especially play a great role in literacy and paves the way for cultural techniques. The approaches are essentially involved in communication as social and cultural practices. They involve a wide origin of media as being tackle and technologies which represent special techniques and competences by using them, with specific user interfaces and effects on, socio-cultural, mental structures, knowledge, memory, cognition and shifts.*

Key Words: *Hypothetical, Literacy, Media and Cultural Techniques.*

INTRODUCTION:

The use of media, like television, books, newspapers, or radio is habitual to such an extent that we barely think about the truth that we have educated to use them. However, when it comes to new, digital and convergent media, many of us emphasize how essential it is to study their use and which extensive effects they have; it is not strange to utter about revolutions in relation to new media. If we look again it is marked that all media add to the development of new skills, influence our relationship with the external world and have a transformative collision on culture and literacy at large.

The center of this paper is too tells, how media can contributed to the growth in literacy and cultural techniques. It is an ambitious project, trying to join two relatively different hypothetical approaches, each of difficulty. One of these theories is comparatively famous, below the label of media literacy, but it is tricky because of its wide, interdisciplinary range encircling both the micro level of acquiring skills and the macro level of socio cultural changes due to the foreword of new media. The extra approach is less recognized: a research tradition urbanized at and in association with the Hermann-von-Helmholtz-Zentrum Kulturtechnik at the Humboldt University in Berlin. Though, this work is increasingly the subject of argue, most newly in a special edition of theory, culture and society. The subsequent content will attempt to present some of the center thoughts of the two approaches and point at intersections between them. In the case of the civilization-technique-approach this staging has the character of a foreword since it is fairly strange in Norwegian academia so far. In one way it is presently less urbanized than the literacy-approach.

APPROACHES TO MEDIA LITERACY:

A description of media literacy is both simple and complex, depending on how broadly the word is apparent accurately and in a fine sense, literacy revenue the skill to study and write texts. Literacy in this logic is an equivalent to oral, as the mastering of verbal speech. While text and evaluation is an essential part of media literacy, perhaps more well-known at present than ever before, this fine sense of the word is still important. Technological implications of media literacy clear themselves quite clearly in historical changes of media development. The most traditional way of conceiving these changes of literacy is in two steps, from oral to literacy, to audiovisual competences (film, radio, television). Digital literacy is the most recent phenomenon and field of study. It as element of audiovisual literacy, some maintain that digital literacy is more than a variation of competences learned by analogue electronic media.

PRINT CULTURE: VERBAL AND PICTORIAL LITERACY:

Literacy initially destined the aptitude to read and write texts, in terms of considerate and composing letters of the alphabet. Some of the most renowned works on literacy compact with the changes from oral to print civilization. Diverse in range and instructions they aver that the root of these changes was the device of the alphabet, and that the major consequences of written language were systematic thinking,

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stored memory, and the growth of science. According to Olson who rightly criticizes the hyperbole of reading and writing as straight causes for social progress, but does not contain the many accepted illustrated texts which have existed from the start of the printed press. This addition of visual literacy is divisive Even the word visual literacy is contested.

ELECTRONIC MEDIA: VISUAL AND SECONDARY ORAL LITERACY:

Media working with pictures and sound, most classically film and television, gave actually large parts of an inhabitants access to media culture. Nowadays electronic media offer entrée to information and amusement to all those parts of the inhabitants which are less capable in logos-conquered verbal argumentation.

Electronic media have introduced an era of secondary oral, the oral of television, radio and telephones whereas, vice versa, current media like the cell phone have additional writing to formerly oral forms of communication. There is still much to be complete in this meadow in terms of a meaning of a kind of aural literacy, including non-verbal sounds. Audiovisual media have also provided new impulses for the study of visual phrase, analyzing and theorizing visual civilization and visual literacy. Poignant pictures found new kinds of visual arguments, compared to still images for instance by juxtaposing shots and constructing visual narratives. Simultaneously with sound, they look like realism more than still images; thus they require even higher skills in turn to study their hypocrisy. Mainly television is simple to be misinterpreted as not difficult to any kind of mental skills.

DIGITAL LITERACY:

While fairly a few scholars would reject or at least hesitation that electronic mass media culture wants literacy, all of them would agree that the continuing processes of digital culture insist learning new skills and techniques. A small search beneath the keyword digital literacy shows a vast amount of publications from just the last 5 years. A clear suggestion for the significance of this new outline of literacy is also the reality that both basic and secondary schools center heavily on education for the digital age, both by informing about ICT and by provide digital education, in terms of, for instance e-learning. Curricula are based gradually more on digital competences; learning is thus conceived of as the learning of a kind of ITC-ABC.

Some force maintains that digital literacy is not a actually new ability since it is deeply based on the old techniques of reading and writing. Textual languages are thus only remediated. Others maintain that digital literacy is more than the mixture or sum of earlier forms of literacy. A particularly attractive aspect of Buckingham's influence is that he underlines the cultural and social implications of media: they are distant from just being technologies and equipment mediating information they are cultural forms. In the same layer, he refuses the explanation of literacy as competences or even mechanical skills and suggests a more rounded, humanistic idea that is close to the German idea of Bildung. DiSessa also proposes a maximized meaning of digital literacy, refusing the concept of computer literacy as having sufficient keyboard and mouse skills to make a few exciting things occur in a few average operations. This is as if being able to interpret, haltingly, a few 'typical' words could tally as textual literacy. Instead, the author claims a much more surrounding computational literacy which will allow civilization to believe and do things that will be original to us in the same way that the modern literate society would be roughly unintelligible to pre-literate cultures.

THE NOTION OF MEDIA AS CIVILIZATION TECHNIQUES:

The approach to media as civilization techniques takes its position of exit in the recognition of three essential cultural competences: reading, writing and counting. The addition of numbers and counting is a main issue; not all scholars of the literacy approach identify this part of basic techniques.

The word civilization techniques points to a programmatically broader idea than not least more limited versions of the literacy approach. It is fairly close to concepts like, electronic culture, digital culture print culture, etc., uttered more or less clearly by scholars who stick to a macro-version of the literacy investigate tradition. Print culture, for example, implies that printing, far beyond being a mere technology of producing and decoding printed material, transforms obtainable cultural forms into a fresh culture. Such cultural transformations usually have social impacts as well, on both individuals and societies at large. Thus, the approach to media as civilization techniques tries to recognize the impacts of media technologies on human mind and socio-cultural expansion in a very wide sense.

OLD AND NEW CIVILIZATION TECHNIQUES IN A DIGITAL, GLOBAL MEDIA ENVIRONMENT:

There are fairly a set of challenges to examine in the viewpoint of the approaches to media literacy and Media as civilizing techniques. The primary is that more research wants to be approved out on old literacy and civilization techniques. The consequences of written culture have been fairly profoundly explored, but should be re-examined in the glow of new platforms for written spoken civilization and new techniques of writing, most classically in terms of word-processing. Secondly, the discuss about new innovative media use enabled by digital could be liberal by finding that media literacy from it begins had both passive and active or inspired extent: writing is thus an awfully early form of creative literacy.

Audiovisual literacy should be explored more widely in terms of the exact form of sharing and expansive design of these media. While print media allow one to go back and forth in a text, to skip over parts and re-read others, analogue electronic media, in conditions of moving images and sounds, are temporary. They insist exact techniques or skills of response which are still widely unfamiliar. One more feature is the very exact way distribution constitutes audiences and the changes of spectators in relation to changes in this one-way-contact system.

Digital media allow many types of creative literacy, like cutting one's own pictures, blogging and causative to combined documents (like Wikipedia) and other consumer-generated content (with YouTube). All these actions go far beyond increasing technical skills; they alter conventional knowledge, thoughts and statement and social practices, as well as conventional roles of being audiences and/or users of media and information systems. Thus, digital media play an important role in constituting innovative civilizing techniques and thus add to the decisive of culture and society at large.

CONCLUSION:

The media is a major tool for the development of literacy and civilization. This paper explored how media can contributes to the development of literacy and civilization techniques. Thus, these approaches are basically interested in communication especially in social and cultural practices. Finally, the result of the study showed that social media could play a vital role in the development of literacy. Social media is nowadays provides more services and resources.

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ESSENCE OF MEDIA IN COMMUNICATION DEVELOPMENT

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Communication is worn for more than just passing on information from one personality to another. It is often used as an instrument to help the contribution of individuals in evolving actions. This kind of arrangement is known as developing communication. Media plays an essential role in improvement communication through distribution of knowledge, providing medium for argument of issues, instruct ideas, skills for an enhanced life and build a base of compromise for strength of the state. From the initial stages, the openings of media in India a mixture of trials were prepared to utilize their potential for enlargement purposes. New Technologies have also been place to severe use for development communication. New technologies like mobile, website and internet are interactive and interesting in nature. Communication provides the source of vast details and sharing information.*

Key Words: *communication, development, media, information.*

INTRODUCTION:-

The process of communication involves in the form of sharing the messages or information from one to another. While sharing the information means we should have a tool. The tool may be in the form of media like television, radio etc. These media are used as an enabling tool, i.e. it is used as an instrument to aid and embolden the involvement of people in progressive activities.

The word Communication Development can be distributed into two sites, i.e.

- Communication and
- Development

This resembles that communication involves into a great change to our society and also for the people. The people only uses this wide range opportunities to explore and share their ideas easily as well as quickly. It also used to mean division of information and experience to quicken progress.

It can be both social and economic changes for improvement or progress. Mainly the communication tries hardly to develop and improve the life style of the citizen of a country. These kinds of messages are mainly used for the purpose of changing the behavior of the people and ensure the quality of life.

In playing these roles, enlargement of communication seeks to produce an atmosphere for alteration as well as providing advance through which society may change. In fact this communication development achieved a great progress and the main reason for the success was by introducing many key elements for this approach.

It should be approachable, should wing on feedback, should be innovative and creative, should be sustainable and continuous, independent support.

In the starting paragraph itself the definition was clearly explained and the term "Communication Development" mainly distributed into two components Communication and Development. In this state, communication implies the utilization of different types of media in the perspective of enlargement. Communication also indicates the accepting or sharing of information to further the process of progress and the development refers to the change of society for the betterment. It can be about public or financial change for improvement or growth.

Media slowly developing in the developed countries struggle to bring in many developmental changes, through its faster message to the mass. Mass media deals through the study, analysis and discussion point out the drawbacks of the society and core areas of development. The message should build a desire for transformation and expansion among the common people. The media main aim is to develop many changes and plays a role as a choicemaker for the teacher and act as a guiding agent.

At first the communication develops through sharing information with others. Later the information moves through messages. Later it moves under the social media by reading newspaper. Newspaper plays an important role by giving information through the world level. So we can get the global level news in a paper.

In that way, NEWSPAPER serves as a medium of communication development. The supremacy of the press rises from its skill of performing to the thoughts of the people and easily catches the hearts of the people. In order to precise the inequalities observed in the media coverage of Rural Development Programs and to ensure that these programs are portrayed in proper viewpoint, many steps taken by media about the problems based on rural improvement.

The next process of developing the day to day communication is through the form of television. Even television stands at the first place because so many people did not know how to read the newspaper. Most of the people are uneducated in the world. So television means they can easily understand the information.

The next one was TELEVISION and serves as a medium for Communication Development. TV in India was familiarized in 1959, on a trial basis only. Its very foundation major focuses to watch how TV can create the impact in community improvement and formal education. From this we can easily understand the importance of television for the development of communication. Many people are inspired from the facts of world level news and gathered the information quickly. In fact they can know the truth easily as well as visually.

TV main support gets from the satellite communication technology and highly brings in the process of improvement. Satellite communications technology offers unique capacity of being able to reach out to very large numbers spread over large distances even in the most distant junctions of the country.

The next important source was RADIO. Radio served as a means of communication development. Radio from its very beginning highly develops and influences the wide range of people from different part of the society. Universities and other instructive institutions especially in agricultural universities, through their expansion of networks and international organizations under the UN umbrella carried the development communication test. Community radio is another essential medium which grows its necessity particularly in rural India. In rural places only the communication through language develops slowly.

So, that the main view on the rural background side is,

In India, ISRO has endlessly followed the use of space technology for education, communication and development. In this way there are various aspects is to increase the purpose of communication development and also covers the way for gaining the communication importance.

"Today in our cities, most learning happens outside the classroom. The complete number of information carried by press, magazines, film, TV, radio far surpasses the amount of information carried by school instruction and texts. This challenge has destroyed the control of the books maintains as a teaching aid and broken the very walls of the classroom so suddenly that were confused, puzzled, (Sontag, 1968, p137)".

The influence can be separated into three simple types:

- Linguistic,
- Social and
- Psychological.

This essay will involve discussion of linguistic type in relation to education. One can categorize many procedures of mass media such as: the English language books, magazines, comics, advertising, newspapers, records, film, and television. Many of these forms are interconnected.

These are all the way the language development starts its growth step by step and slowly processing its success. Even children also involved in the language development. In the school they are projected by the smart class and ensuring the language through visual basic. The language mostly develops not by reading but by seeing and listening. In the part of Education occur a wide-ranging range of children developing the language development. In the starting age itself children are highly noticed by the teachers and providing the LSRW method. So in this way the children can know the language in reading and written form.

Next, by involving the study material English Language Teaching we should understand how communication develops through International level and we can understand how it spreads from one place to another. Everyone knows language is medium of instruction. Through language only we can identify everything. Without language we cannot survive in the technology world. In the way of language develops means it's because of only one reason that is nothing but of communication.

Conclusion:

Communication is the best deal of transforming our ideas through official and in official. But the main concern is language. Everyone as its base, so communication is also having the base that is language. Media Community experts were Rostow, Lerner and Schramm has discussed about the importance of communication development in communication process. But how much effective development

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communication play its role, is a question that arises in our mind. As we discussed earlier the community radio placed in the rural area and improves its communication.

Community radio, an important weapon to development has not beengain enough importance and recognition. Rules have not properly been framed to standardize the contents of private channels. Plans should have been strained in a manner to firmly support progress through radio channels which have not been done. At last I conclude by myself the communication develops through language and mainly Media.

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Mass Media: A Study

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: Mass media which influence our day today life more than anyother cultural institution. They are our main source of news and entertainment. They define our purchase decision,voting behavior,academic achievement and so on. Because of this all en-compassing impact of mass media,politicians ,businessmen and government agencies depend on media to influence people.Then mass media can be categorized according to physical form,technology involved and nature of communication process etc. The major categories are print media ,electronic media and news media .so these categories are represent the mass media which describes pervasive effects on our personal and social life.The role and scope of mass media in our society are information , education ,entertainment and persuasion.Generally mass media which plays an important role on society through information, education and so on. Mass media carry a lot of information which are essential for our day today life. Then education is systematically organized information with predefined objectives The primary source of education in our society is schools and colleges .Then irrespective of their type mass media are wonderful entertainers .All media have entertainment content, newspapers publish cartoons, comics, puzzles, special weekend supplements for amusing people .so this mass media explit the categorized manner.

Key Words:

Introduction:

Mass media which influence our day today life more than anyother cultural institution. They are our main source of news and entertainment they define our purchase decision, voting behavior, academic achievement and so on. Because of this all en-compassing impact of mass media,politicians,businessmen and government agencies depend on media to influence people.

Defining mass media:

According to Wilbur schramm a mass medium is essentially a working group organized around some device for circulating the same message at the same time to a large number of people .From this definition , let us know that there is a wellorganized systembehind each mass medium .For example , a newspaper is produced everyday with the collective efforts of a lot of people using various information sources ranging from local reporters to international news agencies .Same in the case of distribution of the newspaper also. The definition again talks about the devices of circulating messages .These devices are technological means through which messages are communicated to the audience .Device includes printed documents ,television ,radio,dvd, cassette ,internet etc.

Mass media can be categorized according to the physical form, technology involved , nature of the communication process etc .The major categories of mass media are

- Print media
- Electronic media
- News media

Print media:

Johannes Gutenberg's invention of the moveable metallic type in 15th c .The printing press using moveable types introduced the method for mass production of texts .Before the invention of printing press books were expensive materials which is affordable only for the aristocrats and royal families .Printing press reduced the cost of books and made them available to the common men also.

Print media include

- Newspapers
- Magazines
- Books
- Textual documents

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Electronic media:

The history of electronic mass media starts with the invention of radio by Marconi. The first radio station was setup in pittsburg , Newyork and Chicago in the 1920's. In short term electronic media include

- Radio
- Movies
- Television
- Audio and video records

News media:

Online and digital means of producing , transmitting and receiving messages are called news media. The term encompasses computer mediated communication technology .It implies the use of desktop and portable computers as well as wireless and handhold devices .Every company in the computer industry is involved with news media in some manners

- CD-Roms
- DVDs
- Internet facilities like worldwide web , bullet boarding, email etc

Functions of mass media:

As mentioned earlier, mass media have pervasive effects on our personal and social life .The role and scope of mass media in our society

- Information
- Education
- Entertainment
- Persuasion

Actually, mass media which is represents the branches of the social life. It categorized through the some manners

Information Function :

- Precaution government policies
- Traffic regulations
- Exam results
- Weather forecasts
- Current affairs
- Last dates

The core of media's information function is performed by the media content called news .News is the most consumed item of any media . " News can be defined as reports on things that people want or need to know:" Information should be

- Objective
- Accurate
- Complete

Education function :

Information is different from education .They are classified as

- Health magazines
- TT magazines

The primary source of education in our society is schools and colleges. Non news content or new based content line editorials , articles , columns in newspaper provide us with complete idea of the subject.

Entertainment function:

They can be classified as

- Cartoons
- Comics
- Special weekends supplement for amusing people
- Puzzles

Movies are the another big stock for entertainment

Persuasion :

Persuasion means influencing attitude or opinions .Mass media have many ways to persuade people .Most people form their opinion from information they get from mass media .Media have direct and indirect methods for persuasion.

Advertisements are direct methods to influence purchasing behavior of the public .

Conclusion:

Mass media's each function describes the role of its manner and mass media carry a lot of information ever it has a categorized according to the physical form.

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ROLE OF MEDIA IN EDUCATION

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Education and the Media are an integral part of learning. It contains the role and importance of media in education. They form a person and transform society. Media is playing an outstanding role in educating people and in knowledge development. The media can be in the print form or in electronic too that evolved always had its very own impact on education. In this paper, we are showing the relationship between media and education. We are also going to analyze how the media had its effects on education in past, how it is playing in the present scenario and also how it may have its effects in the future.*

Key Words: *Education, Media, Role of Media, Knowledge.*

Introduction:

Education is the process of learning and knowing, which is not restricted to our school text-books. It is a holistic process and continues through our life. Even the regular happenings and events around us educate us, in one or the other way. An educated person has the ability to change the world, as he/she is brimming with confidence and assured of making the right moves. It Makes Better Citizens, Ensures A Productive Future.

The term media is derived from Medium, which means carrier or mode. Media denotes an item specifically designed to reach a large audience or viewers. The term was first used with the advent of newspapers and magazines. However, with the passage of time, the term broadened by the inventions of the radio, TV, cinemas, and Internet. In the world of today, the media has become almost as necessary as food and clothing. It is true that the media is playing an outstanding role in strengthening society. Its duty is to inform, educate and entertain the people. It helps us to know the current situation around the world. The media has a strong social and cultural impact on society. Because of its inherent ability to reach a large number of public, it is widely used to convey a message to build public opinion and awareness.

TYPES OF MEDIA:

The term news Media refers to the groups that communicate information and news to people. There are three main types of news media: print media, broadcast media, and the Internet. The print media is responsible for more reporting than other news sources. Many news reports on television, for example, are merely follow-up stories about the news that first appeared in newspapers. Broadcast Media are news reports broadcast via radio and television. The Internet is slowly transforming the news media because more on online sources of news instead of traditional print and broadcast media. The web also allows for a more interactive approach by allowing people to personally tailor the news they receive via personalized web portals, newsgroups, podcasts, and RSS feeds.

MEDIA:

Media is defined as a means of mass communication. Thus the word media comes from the Latin plural of medium. Media communication such as print media and the press, cinema, publishing. The beginning of design communication through design channels, ancient cave paintings, drawn maps, and writing.

There are many types of media:

- Advertising media
- Broadcast media
- Digital media
- Electronic media
- Hypermedia
- Mass media
- Social media

EDUCATION:

Education is the process of facilitating learning or the acquisition of knowledge, skills, values, and habits. Educational methods include storytelling, discussion, teaching, training.

Education is nothing but creating awareness among people about various processes and happenings around the world. It also involves people to learn how things work and how things get to evolve.

There are two major approaches to using media and technology in schools. First, students can learn "from" media and technology, and second, they can learn "with" media and technology.

ROLE OF MEDIA IN EDUCATION DURING PAST:

In the past few decades, the media played a very great role in educating people by conveying information about many happenings around the world. The media that was used extensively during the past was print as the technology was not that much developed during the past decades. The media in educating people were newspapers, journals, and articles. Initially, people were getting educated through the surroundings happening with the help of newspapers. Then with the help of newspapers, people were expressing their own views through their articles. Later this news as articles were also used to derive and conclusions which were published as journals. This journal articles from basics for any department which is now being made as a formal education system. This became the basis for the education system that is currently being in use.

ROLE OF MEDIA IN EDUCATION DURING PRESENT:

The media has evolved through a lot of technological development. And hence this also had a great effect on educating people. The media that are currently in use include television internet and multimedia-based e-learning system. One of the main impact of media in present education is in job preparations and getting people job ready. The effect of media has also started to impact the children's lives right from school. The multimedia-based learning system is now being used in schools also extensively for educating children's as it is a very effective communication tool. The television-based media like discovery channels are educating people about every day today incidences and changes happening around the world. The development of media through mobile application lets people keep abreast of the latest happenings with updates of each and every second.

ROLE OF MEDIA IN EDUCATION DURING FUTURE:

The media has made tremendous development during the past decade in educating people. But in the future, the role of media will make revolutionary changes in educating people. The media might be influenced by artificial intelligence. Even there is also the possibility of eliminating teachers. This might result in students learning without any teachers involvement 24/7.

CONCLUSION:

Though media and education are different concepts both are having a great influence on society for the development. The media has always had its own impact on education during past present and will also have in future. Educating people in future will be mostly dependent on media and development of media will require people to get educated in field of media. Hence both are in an integrated environment where media and education are interdependent.

The Role of media Technology in English language Teaching and Learning

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media technology is one of the most powerful tools for language teaching and learning in developing countries and also in developed countries. The educational institutions are adapting these technological developments into their teaching method to improve the student's learning interest. The present paper focus on to highlight the role of media technology in English language teaching and learning through the topics, the reach of media technology, computer as the tool of technology, Technology Assisted Learning, Technological equipments for English language teaching and learning, language laboratory for teaching and learning English and integration of media technology in English language teaching and learning.*

Key Words: *Media, Technology, scope, equipment, laboratory*

1. Introduction:

The educational system passed through several ages and stages in the process of advancement and at each stage it had a different meaning according to the then existing circumstance. Education is characterized as the process of getting knowledge and experience through determined teaching learning methods. Today, we follow the conventional method of teaching with innovations as many changes occurred time to time by the technology development in society. These changes forced educators to provide valuable learning experiences to their students in the 21st century. The present paper focus on how media technology plays major role to learn and teach English language effectively through the use of the internet, word processor, multimedia, hyper media and technological language equipments.

2. Reach of media Technology:

In the course of recent decades, technology has become a fixture in lots of homes around all over the world. Its influence has permeated into all aspects of life, including educational systems. The language teaching will be determined by new advances in computer, the internet, recent gadgets and mobile technologies. The role of technology as a resource for English language teaching and learning and it increasing the educators to identify their ability to create both independent and collaborative learning environment in which students can acquire language with much smooth. The technology is a powerful tool for English language teaching and learning. Technology is equally important in the secluded, academic region classrooms where its ability to provide understandable input serves as a scaffold to support students as they study academically challenging subject matter.

2.1. Advantages of media technology:

The students got enough opportunities with media technology to practice incorporated language skills in the classroom. It generated prompts, outlines, and graphic organizers can be used for brainstorming and clustering. Online databases offer students access to information on limitless topics and themes.

Today's individualized learning and teaching utilizes technology media to provide instantaneous practice of a skill areas (LSRW) listening, speaking, reading, writing. Technology that motivates interactive learning can be an effective tool for foreign language learners.

3. Computer as the tool of technology:

In the technological development today, the face-to-face (conventional method) method of language learning may be substituted by Technology Assisted Learning (TAL) productively where repetition of the learning contents and drill practice in number of times with proper audio-visual aid is possible. In education, computers can be useful to deliver information more efficiently and also useful to maintain interest of the learners. In Technology Assisted Learning, the computer plays a vital role in performing many academic functions such as supplementary teaching, witnessing activities and performances of students, evaluation of knowledge, record keeping and preserving data, giving feedback and supporting instructions

with graphics, pictures, animation and sound. It allows the learners to learn at their own tempo in free time and own learning styles.

3.1. Technology Assisted Learning:

Technology Assisted Learning is a computer assisted interactive instructional teaching method that uses a computer to present learning materials in audio-visual forms, allow the learner to do drill and practice, track and assess learning by the learner and direct the use of extra material which meet the learner's need. Today, Computer Assisted Language (CAI) is the tool being used for Technology Assisted Learning to develop student attainment in learning process. It can be delivered in offline or online modes of learning.

The Technology Assisted Learning have also introduced various forms of learning which includes,

- 1) E-learning
- 2) Virtual classrooms
- 3) Online learning
- 4) Mobile learning
- 5) Web form learning etc.....

3.1.1. E-learning:

E-learning is a kind learning with technology through a data network - the internet, intranet (LAN) or extranet (WAN). The electronic learning is based on computer technology. All the teaching materials are only accessible in internet.

3.1.2. Virtual classrooms:

The virtual classroom process is very useful for e-learning where the teacher presents information through well equipped internet settings on schedule time and period and the learners may join the teacher remotely where network facility is available. It is a form of advanced classroom where teacher can teach the contents, respond to the queries put forward by the learners and interact with them in online mode. Virtual classroom has its own restrictions but it is helpful for those who are unable to take part in face-to-face classroom settings. Virtual classroom also provides the conveniences for review, remarks, comments and class assignments.

3.1.3. Online learning:

In online mode of learning, the courses are kept available through the internet in audio-visual mode for the learners who learn by their own benefits. Here, the computer works as private teacher as the teacher's physical present is not necessary. Computer software keeps the data related to student's presentation, evaluation and provides feedback to the students instantly.

3.1.4. Mobile learning:

Mobile learning is innovative terminology where learning takes place with the accessibility of wireless networks and portable digital devices including laptop computers and mobile phones. The learning occurs anywhere and anytime where open source of connectivity network is available. Mobile learning provides the chance to learn the contents in online mode as per the availability of learning sessions. It has the facility to download the learning sessions and review it as per convenience and pacing of the learner.

4. Technological equipments for English language teaching and learning:

- a) **Radio and Tape-recorder** are the two important audio equipments which increase the learner's potential to emphasize listening comprehension and to enhance the speaking skill as well. A number of English programs on radio transmission and the availability of BCC audio cassettes offer passionate preparation to develop listening and speaking skills. With regard to the teaching of English through media technology it seems inevitable to mention that BCC English by radio is the first and foremost source of English language teaching and learning.
- b) **LCD Projector** is a kind of equipment using for displaying video and images to teach English language. It is one of the modern technologies for the listening and writing skill development. Projectors free the teachers from being bound to dry-erase and chalk boards to teach information to their students. With the use of projector, teacher can now use films, slides, and images to teach students about a variety of subjects. Teachers will also find that the internet is more useful while projector can display web content to a whole class, rather than each students accessing information on individual computers. Even the students will also learn English language accurately through the use of LCD projector.
- c) **Linguaphone** is a long thin plate fixed at one end. It can be used for teaching pronunciation, stress and intonation. For communication skill, there are records along with the booklets. They repeat

speech patterns again and again and this playback facility helps the students to get through training of practicing the language with the same pitch, intonation and stress. Before starting the lesson, the teacher should give oral practice of the matters to be trained on that time, and insist the students to repeat as same. The Linguaphone is a necessary instrument for learning.

- d) **Television** is one of the media technology equipment used in the teaching of English. This helps the teacher to present a good model like that of native speaker of English for all the students. It makes the children imitate and learn. Television can do the part of a specialist in the classroom teaching of English, if the teacher selects the material valuable for teaching a particular lesson. A television contained complete units; it helps to learn by students themselves. This shows the value of television as a medium of mass communication and mass-education.

4.1. Language laboratory for teaching English and learning:

A language laboratory is a separate room where students may practice speaking and listening with the aid of tape recorders, carphones, microphones and other sound equipments chiefly as an audio-lingual supplement to the class work. Language lab is specially designed for teaching of languages. The teacher is the central figure for teaching the students. A language teacher must select and prepare the material for the use in the lab. They should monitor the work of the students and should decide what operations to be performed. They should able to explain the functions of the lab equipment to the pupils.

5. Integration of media technology in English language teaching and learning:

When teaching English language in classroom it undoubtedly enhances the effectiveness of teaching in term of media technology with interest, motivation, accuracy and competence of language skill. The integration of media technology into conventional teaching methodology has marked remarkable success in advanced countries, because the situation for using media technology in advanced countries is fairly ideal due to advanced level of educational system. In developing countries, the use of media technology for the teaching of language skills remains still a continuous process and the learners very much interested to learn English language.

6. Conclusion:

According to all that information, the media technology plays a major role in educational system, particularly in the role of English language teaching and learning. The Technology Assisted Learning giving best contribution for the teachers and learners to acquire knowledge from English language. The English language teaching and learning equipments are the best example to the developments of media technology. The present educator preferred and uses these equipments to create a teaching effective and the learners very much interested in this kind of teaching method. The language laboratories are very useful to pronounce the words with proper stress, intonation and accent. So, I firmly believe that the media technology is most important for the English language teaching and learning process.

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MEDIA: A TOOL FOR CULTURAL AND SOCIAL DEVELOPMENT

SOCIAL DEVELOPMENT IN MEDIA

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Mass media is one of the engines that propel the social development for its continuity and realization through Informing, entertaining, and persuading. Mass media is a powerful tool for social change in any society. Development cannot happen in isolation whether it may be in micro or macro level. So there is a need for a strong tool to connect people instantly so that the knowledge transfer is never ending and instant. Media for development uses to convey messages on issues such as health care, poverty reduction, good governance, environmental protection and community development, socio-economic and cultural development. Today the world is becoming a small place to live in and share knowledge, ideas and passing over valuable culture to the next generation, all the above said things is possible through social networking and media. Every aspect in the society has positive and negative externalities so we need to see how these negative externalities can be balanced and surpassed through positive externalities to reach development in all dimensions. Majority of the respondents have access to both radio and television stations with the fact that both radio and television have brought social change to the people through social-cultural propagation programs. It is recommended that media planners and those in charge of its control should emphasis on programs and activities that will brings about development in terms of social, education, cultural and political matter.*

Key Words

Media is the source of transmission of information, news ,views and thought of one person across the world it is the media which has made the world the global village media enhance the knowledge of public and communicates all the happenings to the public. Major types of media are print media ,electronic media, social media.

“Not all social media platforms are ideal for all business.

Select carefully the ones you should be spending time on” by Melanie Dodaro

Social media comprise platforms to create and exchange content sometimes social media are different from other type of media such as newspaper ,books, television in that anyone can publish and access information inexpensively using social media .social networking service are set of online sets and applications which at least consist of three parts user ,social links and interactive communications .social network servicing is on online service ,platform ,or a site that focuses on building and reflecting of social networks between the persons for example Facebook ,Twitter ,WhatsApp, Instagram. The strength media is ability to bring the change both on a social and government level is the most powerful strength of media in any society.

The world population is estimated to be 7.6 billion and 1/3 of the world population is now on social media. Its involves capacity building, freedom of expression and diversity of media. Media development plays a role in democracy and effective democracy discourse. Social media marketing needs to be frequently adapted to the changing trends. The rapid pace that social media platforms evolve requires from marketers to be alert if they want to maintain successful tactics. 2018 had been a busy year for all social media platforms. There were lots of positive and negative stories that had to do with their usage.

Social media helps bring access to information to anyone who can see it. In developing countries, this means that people in rural areas, or with little access to services can now obtain educational, mobile health and financial services in ways that were impossible before mobile technology and the spread of social media. As one _WORLD HEALTH ORGANISATION(WHO) article recently stated, “one fact sheet or an emergency message about an outbreak can be spread through Twitter faster than any influenza virus.” Prior to smart phones, it took special gear to capture everyday life on video. Before YouTube it was difficult to share your video – even if you had important, unique footage. Now many people have a video camera in their pocket or handbag at all times and can share the footage with the world in an instant. This has had a dramatic effect in many realms – not least of which is the ability for those in developing countries to share

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atrocities in nearly real-time. This footage from Cairo to Syria has helped to focus world attention even when traditional media has not been present.

Social media provides real-time insight into the lives of people around the world. As a result, when major illnesses occur social media is often the first to know. Clever monitoring of social media can predict disease outbreaks and enable intervention to begin often weeks before the traditional methods would pick up similar results. The Chronicle of Education recently concluded that "Twitter "Tracks Cholera Outbreaks Faster than Health Authorities" Likewise Science Daily reports that Twitter has been used to predict flu outbreaks. Likewise, social channels helped predict Ebola outbreaks.

Be it providing micro-lending or crop prices, social media is helping to empower those at the bottom of the economic ladder. Farmers in developing countries often do not know what the going price is for the crops they are growing. The World Bank's IFC details a project they have funded to help rural farmers via SMS messages, "by providing farmers current market information, even rural farmers can make educated, cost effective decisions when buying and selling their crops. As a result, they are more likely to see greater returns." The world's best new social networking apps attract millions of active users each day. Ranking platforms based on users, we can see that Facebook is at the top of the list, having surpassed the mark of 2 billion active accounts. YouTube (1.5 billion), WhatsApp (1.2 billion), and Facebook Messenger (1.2 billion) are next on the list as global social media dominators. From the analysis it is found that 44.90% of peoples are joining a community with the intension of getting new connections to build professional networks and 30.61% of people intension is to know latest updates or news regarding the community. 54.08% of people participating in professional communities to watch communities updates and 26.53% of peoples are reader than a commenter, and 14.29% of peoples are actively participating in the discussions. 45.92% of peoples are visiting to the communities for updates and discussions several times a week. 83.67% of peoples are noticing advertisements on social networks in last three visits and 16.33% of peoples did not noticed due to the advertisement are irrelevant to their interest. 62.24% of peoples are visiting the ads to recognize the brand/company/product which will be helpful to build professional network to develop their carrier. From the above analysis it is found that majority of the peoples are using social media to build professional contacts and to get information's about new innovative things which helps to improve the carrier growth and regarding financial information regarding business etc. To check the significance, student-t test is used. Student t-test is used for the social network w

As IT continues to permeate into every aspect of our daily lives, there are numerous trends that will impact how innovation in social media app development continues to evolve. App developers and publishers should look at these trends to get a better idea on how to start a social media site.

SOCIAL MESSAGING:

Until recently, the focus of social app development was on building social networks for the desktop environment. However, users are turning more and more to social messaging applications that provide instant message features. These types of social apps are able to attract big audiences and offer desirable solutions for both individuals and brands, especially when looking at e-commerce and client support.

SOCIAL STORY TELLING:

We're also seeing a move away from blogging headed towards social storytelling. Storytelling has always been a part of how people communicate and interact with one another and this social trend has become incredibly popular with the help of industry disruptors like [Snap chat](#). People want to share their stories through social platforms to engage audiences on a more personal level. The ability to add context to a post, event, or captured moment in time allows users to better share their lives with friends, receiving immediate feedback that encourages a more accessible and genuine connection.

SOCIAL MESSAGING:

To add an extra level of convenience, social mobile apps are beginning to offer users peer-to-peer or person-to-person (P2P) payments. This feature is sure to spread across social apps, allowing users to connect their bank cards to an application through safe, secure means that adhere to rules and regulations of the banking system of a given region .After connecting their preferred payment method, users can simply click on the "\$" button and enter an amount to quickly and easily transfer money to other individuals. Apps already making use of this feature include Snap chat and Facebook Messenger, with WhatsApp planning to launch P2P payments in India soon as well.

CONCLUSION:

Social media is boon to development of economy in building professional networks, increasing knowledge by utilizing the information related to innovative things in social networks.

FUSION OF LITERATURE AND MEDIA

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The social media today have not only changed our lives, but also misused people's understanding of what can be considered today as a good piece of literature. The original realities offer online poetry, twitter short stories and realistic novels. Do they really have such enormous impact on the world of canonical literature in number of unexpected ways, thus creating also new reading and teaching realities? This paper analyses not only the innovative trends in writing and teaching literature of the 21st century but also, opens other provocative questions, such as does it really mean that literature cannot be considered an imaginative form with philosophical aesthetic value if it does not fulfill with the expected norms imposed by a literary canon? Therefore, the advanced notions presented in this paper contribute to the improvement of the archetypal contemporary literary significance in terms of adding to its diversity and range.*

Key Words: *Media, literature*

LITERATURE:

Literature analyzed that the public networking websites are not deliberate for negative impact but we noticed in our day by day life that students become passionate to public networking websites. This research giving will analyze the pros and cons aspects of social networking on education. We have watched brisk developments for branding in sharedmedium in the final couple of years and the use of these platforms is stronger than ever these days, reaching audience'swide-reaching through multiplatform sharedmedium branding strategies.

Literature Review

Social Media and Its Uses

Paul Kirschner and ArynKarpinskidescribeFace book and other social network sites as an online listing that allows public to locate their friends, relatives and age group through looking them up on communalssystem sites and Curtis states that adolescence all above the world are initial to drop interest in the use of Facebook and are using Snapchat, Twitter and Instagram .Victoria Ride out states that, in the middle of the younger age group, the time they use on social each year.", She moreover adds that an American kid spends on standard seven and a half hours a day of the week just for having entertaining on the medium, not single that, but they multi-task, connecting all the specialmedium they use. For example, they preserve be listening to music, sending a twitter and also posting on Facebook. Rideoutsays, that since social media is seven days a week, unlike school or having a full-time job, over the days the amount of occasion one could spend over the internet "has exploded". AbelardoPardotrusters that technology proposals a display place for innovation, and allows its users to converse their opinions about how they feel towards the material being published. He adds that, social broadcasting is also a platform that agrees students to cooperate with one a different, with their teachers and societies that share their same education. Pardo also states that these types of message are "an essential part of how humans learn." Kirschner and Karpinski, converseWimVeen'slatest term, "Homo Zappiens", which refers to the learners of the new generation, and the new technique they use to learn. This new way is known as "meta-cognitive skills," meaning they find out on their own without the need for instructions, it is also called "discover-based learning." They also add that, the younger generation shares an indistinctconnection with technology since their birth, foremost them to multi-task. They note that 46% of the younger generations who right to utilize the internet use it to help them with their school assignments. June Ahn discusses in her research a theory called 'Signaling Theory', this assumption refers to how persons on communal network sites here themselves, and develops their identities and buildsexpectation with others. She also adds that, by having many friends on the special platforms, this causes the individual to drop the trust of their friends because they start adding people they do not know, to express others how popular they are communicate.

Social Media's Effect on Academic Performance

Kaveri Subrahmanyam and Patricia Greenfield state that by means of online communication has both negative and positive effects, because there are risky ways in which the internet could be used. They also state that nowadays, schools are trying their finest to control how students use digital media on school grounds. In some schools, leaders trust that social media has a positive impact on the development of the students' education. In other schools, leaders have prohibited the access of social network sites, because they panic the students' interaction on them, although, they know the positive impact social media has on the students' education.

Ahn also states that the examples of the broadcasting platforms the younger generation use are:

YouTube is to share the videos, and Facebook, to have inclusive identity online, and a network. Ahn says, researchers look at the profiles of the social media users as division of the process needed for the students to develop their identity. Gwenn Schurgin O'Keeffe and Kathleen Clarke-Pearson trust that there are pessimistic impacts caused by social medium, which consist of accessing unfortunate content and not "understanding online privacy." They also say that, there is online provocation and imitation bullying, which is mostly caused by threats of peer to peer engagement.

Ride out, have interviewed teachers, to come across out their opinions concerning the result entertainment media has on the students' enlightening performance;

71% of the teacher trusts it has negatively compressed the students' attention span;

58% of teachers trust that communalmedium has negatively impacted their writing skills, due to their fixed uses of slang language and word abbreviations. The recreation of the teachers believed it impacted both their face-to-face communication skills and their serious thinking skills.

She quotes an inner school math teacher who said, "The instant rewards of video games have made activities that require depth of commitment much harder for the kids." Ride outads that the positive impact caused by the students' use of the entertainment media according to the teachers she interviewed is their reading skills.

According to O'Keeffe and Clarke-Pearson, in the American conservatory of Pediatrics, there are a join of profit to communalmedium use. They believe one of the most important benefits of social media is that it improves how an individual understands himself by attractive with others and becoming innovativethrough blogging. A new important advantage according to O'Keeffe and Clarke-Pearson, is the fact that using communalmedium gives students the chancetoward improve their learning, since they have the chance to share information with one another and conduct group projects more professionally. Victor Lavy and Edith Sand's research was directed in a Tel Aviv School to control the outcome of the kinds of acquaintances on communalmedium platforms of middle-school students. They divided the kinds of friends into categories. The reciprocal and non the "non-reciprocal friends", those who turned downhearted the "friendship offer" of another student. They initiate that students with mutual friends in their class had a significant positive outcome on three of their test scores; Hebrew, Mathematics and English. On the extra hand, students that have no shared friends showed that there was a harmful effect on the equivalent three test scores. This tells us that if students are in contact with friends who share the equivalent interests, goals and learning on social media, then they are more likely to help each other in performing well in their studies, due to inspiration and other factors. A new term about education has been introduced by Jeff Cain and Katherine Chretien and this term is known as 'inter professional education'. It means that, instead of each individual learning on his/her own, altered individuals come together to share the piece of knowledge they have with others. This leads to better-quality outcomes as they learn from each other's experiences. This was first presented amongst the health departments. Therefore, there is an opportunity near make use of it within the students. This can be attained by utilizingcommunalmedium to generatelearning groups on Facebook, Skype, Blogs or any intermediate that permits multi speak to conversations and allowing them to share their assignments, asking their peers demands they do not understand. According to Napoleon Egedegbe, the outcome that misrepresented researchers and scholars have reached about the impact of communalmedium on the educational performance of students is that there is no impact. On the other hand, Dr. Patient Rambe states that communal media gives specialproblems and opportunities that distinctively enable and confine possibilities of having face-to-face interaction, as it releases them from this obligation to the availability of everything online. He also adds that Facebook as an education environment has given the chance to have variousdemonstrations of students voices and has fashioned an "educative and artistic space." Taking into consideration the contrasting side, Facebook's learning environment has caused limitations of individuals to realize their "self-interests. Sanzhar Naizabekovresolved that social media causes postponement as a result

of its distracting nature. It would take an individual who uses social media much more time than it would take a dedicated individual to finish a task. Through postponement develops the second negative impact, which is lack of motivation, because using social media with studying develops negative attitude towards their individual work at school.

CONCLUSION:

As social media is in its 'infant years' it is inflexible to predict what might happen to brands and users in the process. However, it is already being highly used as a ROI implement for advertising and branding. Literature indicates that social media should have its own separate campaigns, but unified in the long-term business approach plan. We should however make a strategy that targets consumer's effectively in each platform. Social media is everywhere, in our everyday life, turning the borders between our work and replacement time more diffuse. Everyone has entrance to a computer, at home or at their workplace, people can use their smartphones to logbook in the internet from accurately everywhere they go.

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MEDIA – A TOOL FOR CULTURAL AND SOCIAL DEVELOPMENT

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *In this modern world media is playing a great role for cultural and social development. In the life of modern man media is playing a important role in their day-to-day life. This paper deals about the media and its types – Social media and political mobilization in India, role of media in education, media in literature. From the just born baby to the dying man in this world using the media for various purposes so that we can surely say that media is the tool for both the cultural and social development.*

Key Words: *Social Development, Culture, Mobilization*

1. Introduction:

The history of human development from the Old Stone Age to this modern world media is playing a major role. Because it is a tool for passing the information. In olden days they shared the news or the information through the birds, by one person to the, post cards, by telegram, by telephone, by mobile and now people are sharing the information through the various social network sites. In the social media people are sharing both the good and bad information. Now –a-days people are using the social media as a part of their daily life. So that media is the tool for both the cultural and social development.

2. Media and its types:

The main means of media is the mass communication which is used for broadcasting, publishing, and the usage of internet. There are different formats for the modern media which include Print media, Television, Movies, Video games, Music, Cell phones, many kinds of software and internet. All this types of media engaged the modern man in their day-to-day life. People are reflecting the society in which we live and work. The culture of the people will be different from the other person by their place of living, language, religion and so on.

3. Social Media and Political Mobilization in India:

In the democratic country media plays a important role to inform about the political issue and acting as a watchdog against abuses of power. In the election time the media gives the information about the parties and the analysis about the candidates, their performance, policies, program etc. In India social media has also changed politics. Through Social media people are directly connecting to the politician's. So that the situation totally changed unlike the olden days.

4. Media in Education:

In the field of Education social media provides students with the ability to get the more number of information. It helps the students to connect with the online learning groups, and many other educational systems that make education more convenient and sometimes enjoyable for the students. Media helps the people to know about the current situation around the world. From the school student to the research student media is playing the major role according to their needs and the materials for studying.

5. New Media on Global Trend:

The main aim of the media is to inform, educate and to entertain the people. Every year the usage of internet increases survey said that worldwide internet users is 4.021 billion, Social media users in the worldwide is 3.196 billion and the mobile phone users is 5.135 billion in the worldwide in the year 2018. It is true and everyone should agree that media is playing the excellent role in the strengthening of the society.

6. Media in Literature:

The relationship between the literature and the contemporary media is wide such as namely magazine, television, cinema, and new media. Electronic media allow the literature to be published not only as the books but also the video and audio. In those days people have to search for the text book or their favorite novels in the shops but now-a-days due to the development in the media we can read all the

articles, novels and all the aspects of literature in media through the internet. We can also publish our works in the online so that people around the world will read our work. So media and literature can't be separated.

7. Media as a Teacher:

In this modern world, internet is an erudite media and it is helpful for the learners. Now-a-days most of the students have smart phones and they can easily find the meaning of the words as they want to know so that they don't refer the dictionary. So students can easily approach internet as it is a search sites and finding their answers. It is also useful for taken materials from the original copy of authors work like Shakespeare, Wordsworth etc. In the current days internet as massive developed and it should offered many online courses for students to learn something differently. "Talent is a universal and opportunity is also universal in currently with the credits of technology development". Thus the media as a teacher conduct online exams to students which are organized and systematic. In the present time online education platform that provide learning and study material for students in a comfortable way to read at desired time. Like few famed online education websites in India Shiksha.com, Study nation, India education etc. So the media as a teacher it helps the students to gain the knowledge so that it help us to develop both the culturally and socially in the present world.

8. Changes in Social structure:

In India people belong to various castes, groups-hierarchically ordered named groups into which they born. In olden days peoples followed their religion and caste to lead their life they gave more and more importance to the religion but after the development of media people are leading their life in a independent way so that the modern man did not worry about religion, caste fight between the peoples is unseen in the present world. So that media changed the social structure. The culture of India has been shaped not only by it is a brief history, but also by it is an ancient heritages.

9. Impact of Media in Modern Man's life:

The impacts of media on modern man have both the positive and negative effects on the society. Like Face book, Twitter, Instagram, Whatsapp are the most famous social media applications. It could be helpful for connecting the people in the world and to share their thoughts, ideas, and pictures. At the same time media has spoiled the life of young generation because youngsters are addicted in the social media so that they are not able to concentrate in their work and there is no privacy in their life. In the present times people are most likely to wear the dresses like the celebrities, actor and actress. Ladies wanted to wear same as the dress of actress wear it. Now-a-days most of the people trying to maintain their fitness like the celebrities, so they went to the gym it is one of the optimistic view to care their health and fitness.

10. Importance of Media:

Media is very important in the present world the reason behind that is "The age of information and having information or giving it can make a lot of difference". Media is the largest stakeholder as far as information is concerned therefore it is the job of the media to spread the information. In the media all contents are derived from the culture including entertainment, news and advertisement. There are advertising media, broadcast media, digital media, electronic media, hypermedia, man media and multimedia all this media are playing a great part in modern man's life.

11. Advantages of Media:

- We can circulate the information from one place to another in the short time.\
- Through the media we can learn about all the happening of the world.
- The media can warn us of impending bad weather, dangerous situation in a city, state or the country.
- Through the media we learn about the different culture of the people around the world.
- It helps to learn something new, shopping, playing, entertainment and so on.
- Through\ media we can directly interact with the experts.
- We can refer many websites for the information we needed.

12. Disadvantages of Media:

- Media engaged us for 24*7 so that we lost our privacy.
- It is very easy for the people to use the media to make false claims that are half true.

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- Because of media people lost their life.
- Young generation in the present world are addicted to the social media.
- Media isolated the people life from the society.
- People are getting some health problems because of using the media for many hours.
- Kids are easily influenced to the media so they get obesity is on the rise of kids who plant themselves in front of television.

13. Conclusion:

As the development of media to the advanced level it is the tool for cultural and social development. In olden days people followed their ancestors in the basis of cultural and social development but today in this modern world people are leading their life independently. So that they can follow any culture which they like to adapt in their life. But if the media is insisting something it is notable for all the people from the baby to elder citizens so that media is seen as a tool for the cultural and social development in the world. Media is like an air for breathing to the modern world people

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Role of media in education use in student

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: This paper is showing about relationship between the media and education. It contains the role of media in providing education, rural education and for environment. It also talks about use of media in classroom and in the teaching learning process. This paper focuses on the use of media in education content and its social impact upon society because of its inherent ability to reach large number of public.

Key Words: Education, Media

Introduction :

Marshall Mc luhan said **“Any who tries to make a distinction between education and entertainment doesn't know the first thing about either”**

Media is everywhere, it has become a part of our daily life. The media play a dominant role in the learning process. Media has potential to shape personalities, change the way we perceive and understand the world and our immediate reality. Education and media are integral part of learning. They form a person and transform society.

Media:

The world media comes from latin plural of medium. Media may refer to communication. Communication tools are used to store and deliver information or date.

Education:

M.K.Gandhi said **“By education, I mean an all-round drawing out of the best in the child and man's body, mind and spirit”** the word education has its origin from latin term “Education” . “Educare” “Educere” which means the act of teaching or training to bring up or to raise and to lead forth or to comes out respectively.

Impact of media on education:

Media is gift given to humanity. Media has enhanced education and education has improved media. There are two major approaches to using media and technology in schools. First student can learn “from” media and technology, and second they can learn with media and technology. Pope francis **“The digital world can be environment rich in humanity ; a network not of wires but of people. This is something truly good , a gift from god”**

Type of media:

Print media- newspaper,magazine,Book
Electronic-Radio,Television,

Print media:

Printing is a process for reproducing text and images typically with ink on paper using a printing press. A medium that disseminates printing matter is called print media.

Characteristics of print media:

Most effective medium.
Public can be read again and again.
For education people.
Information can given in detail.
Information is useful for historian.

print media in Impact education:

Fr .Francis Arackal said **“Newspaper ar comman man's uviversity”** . Its is the oldest media from that include books, Newspaper ,Magazine , Journal and other print media.

Impact of newspaper in education:

Through newspaper, we can get news information and we can learn our national language and English news paper and very helpful to learn the English language. Newspaper was the best way to learn before independence , and creating public opinion.

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Impact of magazine in education:

Through magazine, we can learn by Articles, feature interview, Short stories and we can get very nice literature by magazines. Different type of magazine having different and versatile knowledge of over all the world.

Impact of book in education:

Books is the best source of education. A lot of material of formal and informal education is available in the book. Mostly students depend upon this medium to learn the education. In spite of modern technology, still this medium is popular for the learning.

Electronic media:

Electronic media is enjoying broader use every day with increase of electronic device being made. The meaning electronic media, it is known in various spheres, has changed with the passage of time.

Electronic media exist today in many forms Radio, Television, Internet, Computer.

Impact of television in education:

Television can be a powerful teacher. Television programme stimulate visit to the zoo, libraries, Bookstore, museums and other active recreational setting and educational videos can certainly serve as powerful teaching devices. For example gyan vani is an education FM radio station in several cities of india.

Impact of radio in education:

Radio is a powerful mass media medium used in education for disseminating information, imparting instruction and giving entertainment. Radio has the power to bring the world to the classroom as textbook on the air.

Impact of internet in education:

The internet has a significant potential for providing children and youth with access to education information and can be compared with a huge home library.

Regardless of Gender, Race, Age, Geographic location, Language or any disability, internet gives an equal chance to all to progress in the field of education.

Conclusion :

"Media is a gift to education which in turn is a blessing to humanity"

Media has impact on different stages whether it might be primary school, technical institution or in research. The choice of media has a signification bearing on quality of education and distance education.

"Use media sensibility and intellectually"

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NEW TRENDS OF DIGITAL MEDIA IN LITERATURE

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper purpose is to study and express how modern trends for instance the Blogging, digital Media, e-book technology and other forms of common networking play a chief role in English literature today. These trends are precious in promoting the change of thoughts and admittance to crucial information that assists the examination of literary works. Digital Media also proves to be significant in civilizing the access and academic study of English literature. Literary works can be reviewed, and individuals may argue different issues through social media. Studies that would formerly take much time and work are easy by improved access to literary works in the form of e-books and audio versions of novels and stories. Furthermore, research articles and reviews are availed in different blogs that a researcher may access. However some thinkers feel that social media, in exacting, is inhibiting the growth of art and literature. A variety of disadvantages are linked with modern technology concerning the decrease in excellence of literary works.*

Key Words: *Blogging, digital media, e-book, Civilizing, Inhibiting*

INTRODUCTION:

The new trends for instance the e-book technology, digital media, blogging and extra forms of social networking play a major part in English literature nowadays. The most important feature of English literature that the modern media affects is how modern scholars distinguish literature and how they cram literature. Recent trends are helpful in promoting the replace of thoughts and contact to essential information that assists the scrutiny of literary works. E-booking and additional digital forms of written literature are identified to promote happiness in reading along developments in writing and reading skills. Various Authors, disagree that modern trends such as social media have a slightly positive collision on English literature and language. New writers also concur that globalization implies that writing styles have to to modify and that social media helps to cause the change in literary writings. However, new thinkers feel that social media, in exacting, is inhibiting the enlargement of art and literature. For example, there are too several stories in social media such that twitter the novel reading culture is replaced by journalism. The intention is that art and literature should be alienated from social media. Public actions that depiction literary and artistic works are a method of maintenance social media and literature separated. Social media is also apparent to have distinctive ideals that do not sustain the impulsiveness of literary yield. A blog can be defined as a debate on the internet in which the members split their ideas. Once a member, one can present their profile to other members. Furthermore, the posts emerge in sequential order, and a visitor can read the newest conversation in development. Blogs let non-technical users to remark on exacting topics and share thoughts by just redistribution their opinion (Tufts University). Moreover, some blogs allow the user to note other users of the same blog.

IMPACT OF DIGITAL MEDIA ON LITERATURE:

Digital media includes virtual world, blogs, micro-blogs social networks, and video distribution forums such as Youtube.com. Social media involves the computer generated programs tools, and applications, that agree to the user to replace information such as advertisements, ideas, and jokes, with the public during the internet and remark on other people's posts that are availed on the user's computer screen. Some of the unique distinctiveness of social media includes the quality and accessibility. Social media is quite accepted in modern culture and studies propose that the standard person spends more than 22% of their instance visiting blogs and pages every day. During mobile social media, replace of thoughts through videos and pictures is faster, cheap and available for many users. The diverse trends such as digital and social media are significant in raising the expediency in managing different forms of literature. The compensation of such trends includes the skill to access rapid information on literature for studying or literary works by others. However, diverse disadvantages are linked with modern technology concerning the decreases in excellence of literary works. The e-book technology should also be reviewed if we are to argue expansively the part of modern technology in English literature. The e-book is a short form for an

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electronic book or a digital publication of areal book. The digital books can be accessed by utilize of particular e-book readers that are availed in computers and devices such as tablets and smartphones. Digital media, Social media, and the e- book technology have a deepcollision on culture and how we distinguish literature. Digital media and e-book technology affect the method we study literature and increases admittance to written literature. Social media influences societytogether with how we read and write English literature and art. Social media, for example, English Literature plays an important role as it provides a better forum to depiction one's thoughts to the world. The importance of examine to the world increases as social media progresses in reputation. Social media is chief in enabling English literature to attain its idea. Whereas social media is superior for literature, it affects writing quite extensively; to the extent that well-known poet William Shakespeare owns a twitter account. Furthermore, there are several writers who have commanded the awareness of readers through social media keep rising. Social media has thus been aimportantthing in the development of English literature and several writers are adapting to the social changes that are ensuing from social media. Blogs have been a primary forum for conversation and investigation of different literary works. Older and conventional type of English literature have role in modern literature as many digital forms are being availed through social Networking. Scholars still examine the benefits and disadvantages posed by the participation of social media in literature. However, authors such as Noor and John declare that social media increases the relations between the writer and the readers, finally creating better writers who have associations with their spectators (12). There are various famous writers who shaped some of their works during Instagram and Twitter. Examples forthe novel writers Small Places using 900 tweets in 2008 include Nicholas Belardes, Writers also stay in feel with their readers through blog posts. Blogs have also been adynamic forum for the conversation of a variety of topics in the study of literature.

ROLE OF WRITERS IN DIGITAL MEDIA:

Twitter accounts of historical authors and writers such as Charles Dickens and William Shakespeare play an important role in evoking attention in English literature. Social media has, to a substantial extent, promoted a reading culture and improved access to English literature. In as much as social media is hailed for its part in the expansion of social media in the digital age, there are concerns about the apparentadversepossessions on literature. The nature of social media and digital media is gainful and customer-based. Internet articles, for example, have adopted the culture of parody the information and still using exaggerations to attain the attention of the reader. Fictional writing is thus flourishing through manipulate of social media. Though, some literature and art require high levels of idea and suggestion. Social media does not allow for literary works that need plenty time for indication and deep attention, unlike the conventional libraries. Social media and its viral nature make it fussy while many creators of English literature are not (Morris et al. 1). Computerized social networking involves algorithms based on items with which the user may be attracted. Artists with works that need longer periods to understand and judge are at a disadvantage when using social media alone as their means of communicating their literary yield. The suggestionrecommended is that literature and art should be alienated from social media such that literature and literary products may be accessed only through public events. Digital media plays a very important role in the modern literature concerning influencing the way that people distinguish literature. Digital media fosters increased access to already obtainable literary works and provides the tools to analysis and study English literature. According to Poplawski, digital media is involved in support the review of huge amounts of data thus making it easier for scholars of literature to contact information that ropes the study of literature (623). On that note, digital tools have the latent to convey knowledge on literature in simpler forms that are reachable to the student or teacher for review. Electronic texts through the e-book technology make it probable to examine older literature. From existing electronic books, one notices that much of the early modern English literature is based on the much former works. Instead of support up collections of books, one can learn many books and store them through the use of e-books. Digital media and the "Electronic Revolution" are factors that have played a position in the study of literature. Teaching and learning of literature are also gradually morerelaxed with the opening of e-books and digital media. For example, Web-based learning has facilitated the expansion of English literature scholars.

CONCLUSION:

In conclusion, the recent trends play an important role in modern English literature. Trends such as the use of social media have lead to the appearance of new writers. Social media is a forum that has confident the development of writers who use social media sites such as Twitter, Instagram and Facebook,

to description their literary works. Older writers are also adopting the culture of social media to encourage their writings and to raise their distribution. Social media also provides a chance for writers and readers to attach and converse. Furthermore, literary works can be reviewed, and individuals may arguediverse issues through social media. Instagram, Twitter, and Face book are also active in mobilizing people against social vices. Furthermore, Facebook and other social networking forums are helpfulgear for conversation and examination among scholars of English literature. Digital Media also proves to be significant in civilizing the admission and academic study of English literature. Studies that would formerly take much time and work are simplified by amplified admission to literary works in the structure of e-books and audio versions of novels and stories. In addition, research articles and reviews are availed in different blogs that a scholar may admittance.

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Utilization of Social Media in Education and its impact on Students

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The utilization of internet based life has expanded quickly as of late. It isn't just utilized by the working individuals, yet there is likewise a huge increment in the utilization of internet based life by understudies, or we can say in instruction society. Every single social site and different applications are accessible with the assistance of the Internet, which can be effectively gotten to, enabling clients to speak and communicate, make, alter and share new types of printed, visual and sound substance. It vitally affects our lives, as it helps a lot in each everyday issue, for example, governmental issues, financial matters and instruction. As time gone by internet based life started to have a negative effect by saturating the present society with a large number of us consumed, unfortunate compulsion in late occasions through applications, for example, Whatsapp, Facebook and Twitter. They make long haul fellowships by being in contact on the web, notwithstanding when companions never again meet physically. The paper tires feature how internet based life have affected our populace, it is important to know the great and awful effect of online life on our training segment and on our people to come and to design appropriately in the two cases if the utilization of web based life is great or awful.*

Key Words:

The development of online life as of late has changed the manner in which most end clients experience the Internet. How individuals know and associate with one another depends via web-based networking media. It enables individuals to share and makes the world increasingly open and associated. Informal communication impacts our lives, as it helps a lot in all everyday issues, for example, legislative issues, financial aspects and training.

Individuals watch a great many video cuts each day on YouTube. Clients transfer video content each hour. In excess of 90 percent of undergrads visit a person to person communication site each day. Individuals use Facebook, Twitter, LinkedIn, internet gaming conditions and different devices to coordinate these systems into their day by day schedules. The utilization of web based life isn't just restricted to experts or older individuals, however it is additionally broadly utilized by understudies in instructive areas. There are individuals who can't compose their own name, and they can just remember him and individuals have full web get to and always check their cell phone for notices.

For some reasons, for example, for study purposes, understudies more often than not utilize the social site for diversion purposes, as internet based life gives every one of the information you need inside a small amount of seconds very effectively and rapidly. Web based life use relies upon people, as it has a decent and adverse effect on society, for example understudies. Online life has turned into a noteworthy diversion for understudies, making the general execution of understudies decay, particularly the individuals who will in general check their Facebook and Twitter while contemplating.

They have been amazingly caught up with getting to various locales other than instructive destinations for extended periods, which have a negative effect on their psyches and make numerous medical issues and furthermore make a family split. Understudies who attempt to perform various tasks while examining via web-based networking media locales show diminished scholarly execution. Their capacity to concentrate on the job that needs to be done is fundamentally decreased by YouTube, Facebook or Twitter diversions. We endeavor to clarify the positive and negative effect of utilizing online networking on understudies with the assistance of this paper.

"informal communities are profoundly established in present day culture. Individuals have utilized Facebook, Twitter, LinkedIn, web based gaming conditions and different instruments to incorporate these systems into their every day schedules. Long range interpersonal communication implies that youngsters are more companion based. Youngsters are roused to take in online from their associates. They associate and get each other's input. They are roused to take in more than grown-ups from one another. The main wellsprings of learning are never again instructors and grown-ups. It makes youngsters more associated than any other time in recent memory.

Youngsters are less demanding to make companions with individuals around the globe, a large portion of whom will never meet without these innovative advances. Teacher Larry Rosen takes note of that youths are internet based life applications that empower clients to banter and associate; to make, alter and share new types of literary, visual and sound substance. Applications for internet based life are believed to be open as opposed to shut, base up rather than best down.

The way that most understudies and instructors have cell phones and utilize online networking in training is no mystery. Truth be told, there are applications and web devices in an instructive setting that offer web based life. The utilization of internet based life in advanced education classrooms is expanding with personnel utilizing an assortment of programming apparatuses and free web applications to enhance learning, correspondence and commitment. Contrasted with conventional learning strategies, which offer understudies couple of chances to create and keep up their own learning exercises, internet based life based learning stages place learning control in the hands of understudies themselves.

A developing number of research endeavors have been made to help educating and getting the hang of utilizing an assortment of online networking devices. The objective of person to person communication for undergrads is to enhance both communitarian study and social collaboration. Research demonstrates that social improvement is alluring to understudies and can persuade their interest in the learning procedure to indicate virtual sympathy for upset media instruments. E-Learning, the interpersonal organization locales have managed the enormous issue by furnishing teachers with data in the ongoing time frame. Be that as it may, interpersonal organizations have tackled a portion of these issues by adding an intuitive side to an understudy and including understudies in the instructive procedure, which prompts an expansion in e - learning and elucidation of the explanation for the informed fascination of informal communities.

Internet based life picks up information, yet additionally to set up enduring associations with genuine individuals, interfacing with individual quarters occupants by means of Facebook, Twitter and different social destinations can enable an understudy to defeat the sort of seclusion that could some way or another lead to class leaving. A Twitter record can give data about occasions that encourages up close and personal gatherings with different understudies to a bashful understudy. Such close to home associations are fundamental for the creation and upkeep of a feeling of having a place. The utilization of innovation to oblige understudies "isn't new. The quality of online networking applications is that they offer a scope of devices that understudies can blend and match to suit their individual learning styles and enhance their scholastic achievement. The person to person communication locales center intensely around building networks with shared interests or exercises on the web. Person to person communication locales can likewise enable understudies to create authority abilities, from low-level arranging and association to social change and popularity based commitment exercises. Instruments and systems administration locales for online life urge understudies to convey and express their imagination. Such close to home communications are fundamental for the creation and upkeep of a feeling of having a place. Since online networking have beneficial outcomes, there are likewise some negative impacts. The specialists have effectively clarified that learning negatively affects web based life. Studies have discovered that lower grades were gotten from center school, secondary school and undergrads who check online life organizes in any event once amid an examination time of 15 minutes. At times, even a few adolescents are dependent on keeping up more than one record via web-based networking media systems when young men sent solicitations to young ladies and don't acknowledge their solicitations, they attempt to make counterfeit records utilizing female names and show photographs and endeavor to include others. There are numerous difficulties confronting the utilization of long range interpersonal communication locales as pursues:

- Privacy
- Health Issues
- Real Friendship
- Other Challenges

Numerous understudies are immersed with person to person communication destinations, for example, Facebook, Twitter and some more, with the assistance of which they come into contact with numerous other individuals they have never met, seen or even discussed previously. They share their own and private data that can likewise be utilized for wrong deeds ordinarily. Albeit a considerable lot of the data given by people on long range interpersonal communication destinations is discretionary, clients are step by step increasingly open to showing a great deal of individual data on the web. Understudies and numerous others effectively start to have confidence in outsiders and offer their private discussions that can

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be abused. This is a troublesome assignment confronting online networking. Protection is thusly one of the hindrances confronting the utilization of long range informal communication in training.

Due to the long - term utilization of informal communication locales, numerous medical issues are made. Because of consistent access to the systems administration site, visual perception issues, back torment can prompt extended periods and a lot all the more sitting similarly situated.

Individuals have a great deal of companions through long range informal communication, yet the quality and respectability of these fellowships isn't in every case genuine. Then again, information on these long range interpersonal communication locales isn't in every case genuine and solid for an individual and does not check their individuals ' individual data (age, area, and so on.). In spite of the fact that sites offer individuals the chance to exhibit a positive and precise mental self portrait. Almost certainly, having numerous companions through long range informal communication destinations will be more hurtful than great. This influences the utilization of informal organizations in training.

A portion of our teenagers join internet based life not to post their photos, yet to discover companions with whom they can share their contemplations, and they now and then turn out badly and interface with awful individuals and this relationship can prompt seizing. Facebook-related kidnappings are on the expansion and we can discover an excessive number of models where facebook helped the hijackers, for instance. A man in Indonesia who acted on Facebook like a picture taker was captured and accused of seizing and assaulting three high school young ladies. Specialists said he pulled in them to meet him by promising to make models for them and afterward secured them a house. On his camera and PC, police discovered many pictures of bare young ladies.

Web-based social networking has made the world littler, presently we have more data, more learning and better chances to utilize it. Internet based life have enhanced our capacity to assimilate data, what appeared to whelm somebody 20 years prior is typical for us, we have an outrageous simplicity of handling and we are advancing quickly. Coming up next are the positive effect on instruction of internet based life:

- Google and instruction have helped in excess of 20 million understudies to utilize their apparatuses in their training.
- Students turn out to be increasingly comfortable with PCs and other electronic gadgets by investing so much energy working with new advances.
- With expanding center around training and business innovation, understudies can create aptitudes that assistance them for the duration of their lives.
- Talents were found quicker, understudies who were great at programming effectively got their name, understudies who were great at music, took out their recordings and shared their fantasies. Numerous understudies could advise the general population about their issues
- Utilizing web-based social networking that brought issues to light and take care of numerous issues. The straightforwardness with which an understudy can alter his or her profile makes them increasingly mindful of essential structure and design viewpoints that are not frequently educated in schools.
- The straightforwardness and speed with which clients can transfer pictures, recordings or stories has prompted progressively inventive work sharing. The capacity to get moment criticism from loved ones on their innovative outlets enables understudies to refine and build up their imaginative aptitudes and can give truly necessary certainty or help them settle on their vocation way.

Online life's principle awful impact is enslavement. Facebook, Twitter, LinkedIn other online life refreshes are always checked. This enslavement could negatively affect other esteemed exercises, for example, concentrating on studies, dynamic interest in games, correspondence, all things considered, and disregarding substances on the ground.

There are a huge number of phony records on informal communities that are young men claiming to be young ladies who are companions of young ladies, and as a rule this prompts shame and frustration that eventually prompts melancholy. In the event that there is consciousness of the danger of web based life in our locale, it won't prompt anything terrible, however there is dependably an absence of open mindfulness and, as referenced over, the chart of web clients is progressively higher while we are still a long ways behind in training, so open mindfulness in social orders with an absence of instruction is troublesome. Coming up next are the negative effect on instruction of internet based life:

- The notoriety of online life, and the speed at which data is distributed, has made a careless demeanor towards legitimate spelling and punctuation. The lessens an understudy's capacity to adequately compose without depending on a PC's spell check include.
- Many understudies depend on the openness of data via web-based networking media and the web to give answers. That implies a diminished spotlight on learning and holding data.
- Our capacity to hold data has diminished, and the ability to invest more energy investigating and looking into great data has decreased, due the way that we became accustomed to the simplicity of availability to data via web-based networking media.
- Students, who endeavor to perform various tasks, checking web-based social networking locales while considering, show diminished scholastic execution. Their capacity to focus on the main job is essentially diminished by the diversions that are realized by YouTube, Facebook or Twitter.
- The additional time understudies spend on social locales, the less time they spend associating face to face. On account of the absence of body signals and other nonverbal prompts, similar to tone and articulation, long range interpersonal communication locales are not a sufficient substitution for up close and personal correspondence. Understudies who invest a lot of energy in long range informal communication are less ready to adequately convey face to face.
- How much private data is accessible on the web and the obscurity the web appears to give has influenced understudies to overlook the need to channel the data they post. Numerous schools and potential businesses research a candidate's interpersonal interaction profiles before conceding acknowledgment or meetings. Most understudies don't always assess the substance they're distributing on the web, which can realize negative results months or years not far off.
- Students are having a harder time getting the opportunity to impart up close and personal with individuals, and are losing their relationship building abilities, because of that they are investing increasingly more energy talking from behind a screen.

As per the above examination we came to know the different positive and negative effects of online networking on training or understudies. It is essential to beat this issue. By what method can guardians ease the negative parts of internet based life while enhancing the positive outcomes? Directing their entrance to internet based life is one great technique. The vast majority of the negative perspectives can be overwhelmed by lessening the measure of time spent on informal community locales. Focusing on their scholarly advancement and tending to any issues will go far towards keeping the negative parts of web-based social networking from impacting their investigations. Give sufficient time to eye to eye social cooperation, such as having some family recreation time in which you talk about their examinations in a casual air or welcoming loved ones over for get-together, giving fun, eye to eye social association with friends and family. This we help us to lessen the Negative effect of internet based life on the understudies which will thusly profit our young age.

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MEDIA AND ITS TYPES

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Media is the collective communication outlets or tools used to store and deliver information or data. It is either associated with communication media or the specialized mass media communication businesses such as print media and the press, photography, advertising, cinema, broadcasting (radio and television), publishing and point of sale.*

The term "media" (the singular form of "media") is defined as "one of the means or channels of general communication in society. The beginning of human communication through designed channels, not vocalization or gestures, dates back to ancient cave paintings, drawn maps and writing.

Key Words:

INTRODUCTION:

The term MEDIA refers to the group that communicates information and news to people. Most Americans get their information about government from the news media because it would be impossible to gather all the news themselves. Media outlets have responded to the increasing reliance of Americans on television and the Internet by making the news even more readily available to people. There are three main types of news media: print media, broadcast media, and the internet.

PRINT MEDIA:

The oldest media forms are newspapers, magazines, journals, newsletters, and other printed material. These publications are collectively known as the PRINT MEDIA. Although print media readership has declined in the last few decades, many Americans still read a newspaper every day or a newsmagazine on a regular basis. The influence of print media is therefore significant. Regular readers of print media tend to be more likely to politically active.

The print media is responsible for more reporting than other news sources. Many news reports on television, for example, are merely follow-up stories about news that first appeared in newspapers. The top American newspapers, such as the New York Times, the Washington Post, and the Los Angeles Times, often set the agenda for many other media sources.

THE NEWSPAPER OF RECORD:

Because of its history of excellence and influence, the New York Times is sometimes called the newspaper of record. If a story is not in the times, it is not important. In 2003 however, the newspaper suffered a major blow to its credibility when times journalist Jayson Blair admitted that he had fabricated some of his stories. The Times has since made extensive efforts to prevent any similar scandals, but some readers have lost trust in the paper.

BROADCAST MEDIA:

Broadcast media are news reports broadcast via radio and television. Television news is hugely important in the United States because more Americans get their news from television broadcasts than from any other source.

The main broadcast networks-ABC,CBS,andNBC-each have a news division that broadcasts a nightly news show. For the past fifty years, most Americans watched one or more of these broadcasts. Since the 1980s, however, cable news channels have chipped away at the broadcast networks. CNN and MSNBC both broadcast news around the clock. Because the cable news channels are always broadcasting news programs. Many people who want to follow a story closely tune in to these stations first. The relatively new Fox network news program has also drawn numerous viewers away from the big three networks.

RADIO NEWS:

The other type of broadcast media is radio. Before the advent of television in the 1950s, most Americans relied on radio broadcasts for their news. Although fewer Americans rely on radio as their primary news source, many people still listen to radio news every day, especially during morning and evening commutes. Local news stations have a particularly large audience because they can report on local weather, traffic and events.

TALK RADIO:

Since the 1980s, talk radio has emerged as a major force in broadcasting. Talk radio is a radio format in which the hosts mix interviews with political commentary. As a result, many talk radio shows are highly partisan. Conservatives have a strong hold on American talk radio through programs hosted by influential commentators, such as Rush Limbaugh and Sean Hannity.

THE INTERNET:

The Internet is slowly transforming the news media because more Americans are relying on online sources of news instead of traditional print and broadcast media. Americans surf the sites of more traditional media outlets, such as NBC and CNN, but also turn to unique online news sources such as weblogs. Websites can provide text, audio, and video information, all of the ways traditional media are transmitted. The web also allows for a more interactive approach by allowing people to personally tailor the news they receive via personalized web portals, newsgroup, podcast, and RSS feeds.

Weblogs-known colloquially as BLOGS-have become very influential since the start of the twenty-first century. Leading bloggers write their opinions on a variety of issues, and thousands of people respond on message boards. Although many blogs are highly partisan and inaccurate, a few have been instrumental in breaking big stories.

FUNCTIONS OF THE MEDIA:

The media has immense power within the American democracy because just about all Americans get their news from the media rather than from other people or other sources. Media coverage shapes how Americans perceive the world and what they consider to be important. Voters and politicians alike must pay attention to the media. In the American political system, the media perform a number of functions important to the democratic process. The media report the news, serve as an intermediary between the government and the people, help determine which issues should be discussed, and keep people actively involved in society and politics.

MEDIA BIAS:

These days, politicians often complain of bias in the media, usually a liberal bias against the views of conservative politicians. They complain that the media's ability to decide which stories to report often reflects its partisanship. Although this is true to some extent, most major newspapers and television news stations report the same stories more or less objectively. Bias is often restricted to media outlets' commentary and opinion pages.

TYPES OF REPORTING:

For much of American history (until the early twentieth century), most news media were clearly and openly biased. Many newspapers, for example, were simply the voices of the political parties. This type of journalism is called Partisan Journalism. Other newspapers practiced Yellow Journalism, reporting shocking and sordid stories in order to attract readers and sell more papers. Objective reporting (also called descriptive reporting) did not appear until the early twentieth century.

Newspaper publishers such as Adolph Ochs of the New York Times championed objective journalism and praised reporters for simply reporting the facts. Although most journalists today still practice objective journalism, more and more are beginning to analyze and interpret the material they present, a practice called Interpretive reporting.

YELLOW JOURNALISM:

The media has influenced politics throughout American history. The most prominent and notorious example is the role of William Randolph Hearst's newspapers in starting the Spanish American War in 1898. According to the legend, Hearst's papers ran many stories chronicling the cruelty of Spanish colonial rule. When the American battleship Maine exploded under mysterious circumstances, Hearst seized the moment, alleging that the Spanish had destroyed the ship. Few media moguls have this much direct influence, but with media consolidation, some worry that the media has too much power.

MEDIA DOCTRINES:

The FCC has also established rules for broadcasts concerning political campaigns:

The Equal Time Rule, which states that broadcasters must provide equal broadcast time to all candidates for a particular office.

The Right of Rebuttal, which requires broadcasters to provide an opportunity for candidates to respond to criticisms made against them. A station cannot air an attack on a candidate and fail to give the target of the attack a chance to respond.

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The Fairness Doctrine, which states that a broadcaster who airs a controversial program must provide time to air opposing views.

MEDIA CONSOLIDATION:

The government has also regulated ownership of media outlets to ensure that no one broadcaster monopolized the market. Since the 1980s, however, the government has loosened restrictions on media ownership and congress passed the Telecommunications Act in 1996 to allow companies to own even more media outlets.

Due to the loosing of ownership restrictions, more and more media outlets are falling under the control of a few agent corporations, a tendency called consolidation.

CONCLUSION:

The United States probably has one of the most varied and expansive news media industries in the world. Americans have hundreds of cable channels to choose from thousands of newspapers and magazines many radio shows, and countries websites and news blogs. Many people lament media bias, although these same people disagree about which way the bias runs.

So media is very important in our life and society. We know the world and knowledge of society in throughout the media. So media is very useful and important and interest in our life.

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Role of Mass Media in Education

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: This paper describes the crucial role of Multimedia in our lives, one of the most important new technologies that we use daily. This paper explains the role and the effect of using Multimedia in education, business and learning. Consequently, this paper is evaluated and developed by using articles, online journals and primary data collection tools for gathering valuable information about the importance of Multimedia. In modern world, technological advancement leads to discover the powerful application of Multimedia. Internet and Social media have significant contribution to improve Multimedia. As the unstructured data in form of images and pictures are increasing at a rapid speed, Multimedia is helpful to convert the data into information. This paper is going to help people to expand their knowledge and information about Multimedia and its strong influences on business and education. The papershow how technological innovation can be used by external stakeholders to direct and promote innovation in business. Multimedia, Unstructured data innovation, education, information, technology. Mass Media, comprises the institutions and techniques by which specialized groups employ technological devices like Press, Radio, Television, Computer, films, Internet etc. to disseminate knowledge: to large heterogeneous as well as widely dispersed audience. With the evolution and development of information technology and electronic media, the social scientists and engineers teamed together in the studies of the total communication process, its feasibility, cost effectiveness and speed. Here this broader view of Mass Media can be taken in the context of its application in the field of imparting higher education to all. Mass Media has been universally characterized by four attributes these are: (1) Broad appeal (2) Speed (3) Availability (4) Low cost. The term 'mass' refers to a large body of people in a compact group. The mass consists of an audience unseen and unknown. The term 'media' has distinct meaning - That is communication as the 'transmission of messages' a receiver and a channel or a medium through which the message is transmitted. Thus "Mass Media [4] is delivering information and ideas, to a sizeable and diversified audience and is directed to a large, heterogeneous and anonymous audience.

Key Words: Multimedia, Unstructured data, innovation, education, information, technology, Mass Media, Relevance of Mass Media, Information Explosion, NPE 1986.

The Applications of Multimedia

Discussion was primarily being considered as a medium of communication. However, by using the internet, any person can talk to any other person at any time from any place. Educators are also using this technology to share their knowledge. Video recordings are considered as a documentation of tacit and explicit knowledge. The objective of the product development process is to generate an idea to provide an alternative approach or solution [3]. The brainstorming stage helps to identify the problem and idea generation is the following stage, where some possible solutions are analysed. In this case, the application of multimedia indifferent domains can create new solutions.

Education

The usage of information technology will increase our knowledge and it will have a significant impact in our lives. The information revolution has enormous influence in developing and expanding the business opportunities across industries around the world [6,7]. The information revolution motivates the development of personal computers, telecommuting system and the internet [8]. Research shows, the information revolution also plays critical role in developing biotechnology, healthcare, transportation, and business domains [9-12]. This paper explains the advantages and the challenges to multimedia in four specific domains – Education, Telecommunication, Healthcare, and Social Media. As shown in Figure 3, the application of multimedia in education is useful for both educators and students [13]. The students can learn multimedia application while learning a lesson, presenting a topic, and designing a lesson to present. Moreover, educators can also use multimedia to express their knowledge in an effective and interesting manner instead of traditional monotonous teaching style. They also give students the valuable learning opportunity while showing a video on a specific topic or discussing an article which is published in a

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webpage. Thus, the critical thinking abilities of the students will be enhanced. The computer software, hardware, and the internet bring a revolution to the education system. Technology provides the easy access to the teachers and students to share, access, download, and upload educational information in a short period of time [15].

Technologies have improved the value of education by strengthening languages, techniques, and skills [16, 17]. The traditional teaching method has improved by using the technology. Students and teachers are both agree the benefits of online teaching and documentation [18]. Technologies such as Enterprise Management Software and Classroom Administration Instructional Software and Digital/Online Content, Student Information Systems and Data Warehouses, Interactive Whiteboards and LCD Projectors, Sound Enhancement, Smart Cards, Global Positioning Systems, and Digital cameras have enhanced and modified the overall learning system [19, 20].

Telecommunication

According to Bennett-Bealer [21], the primary purpose of telecommunication is to transmitting signals over long distances. However, with the advent of technology, telecommunication is now being used with electrical signals. It facilitates people to communicate with each other irrespective of geographic boundaries [22]. Due to technological growth in communication domain, telecommunication has now become a major contributor in the economy of many countries. The telecommunication market is growing bigger as time passes [23].

Social Media

The Social media is the globally available open forum to connect with people using the internet. It allows people to share thoughts, exchange views, and create connection by sharing photos, videos, texts, and documents. Therefore, it generates an enormous amount of data and information [24]. Social media is not limited to a communication forum anymore. It has created a huge business opportunity [21]. For example, Facebook, Twitter, WhatsApp, and LinkedIn they are all multi-billion social and professional communication forum.

Social media have many usages. First of all, it is being used as a platform to reach out to prospective buyers. By posting advertisements online, organizations grab quick attention of the potential buyers. Moreover, social media are popular as a media of sharing views, files, music, and videos. From a communication media to establish a personal network, it has turned as a discussion forum where people openly share their thoughts [25]. Additionally, social media helped students in sharing, learning, and exchanging knowledge among each other. Finally, social media is also useful in identifying criminals by their criminal activities and evidences [26].

Healthcare

Figure 5 shows the primary benefits of applying multimedia in healthcare industry. According to Yang, Song, and Zhong [27], the application of multimedia is necessary to create a medical monitoring sensor. Medical practitioner will attach this sensor to patient who needs to be monitored. On a specific screen, the medical practitioner can check the health status of the patient. The personal wireless devices such as smartphones and laptops along with medical monitoring sensors will be seamlessly connected with wide-area backbone network [27]. Interactive data, conversational video, and electrocardiography (ECG) monitoring are considered as Advantages of implementing multimedia. Moreover, the upcoming –wireless e-health technologies is considered as a primary advantage of multimedia in healthcare [28]. The innovation of m-health is not possible without mobile telecommunications and multimedia technologies. Telecare provides the medical supports to the patients in need. Telemedicine technologies give access to clinical information of a patient to the medical practitioner.

The Application of multimedia in healthcare

By applying multimedia technologies, the clinical information of patients is immediately and readily available to the medical practitioners. Technologies are immensely helpful to reduce the paperwork and provide the accurate medical supports to the patients in need.

Benefit

The primary benefit of multimedia is to enhance the availability of data, contents, information, and knowledge. According to Wang [29], multimedia helps to reduce the deficiencies in the traditional educational methods by increasing the practical exposures. Students learn to apply and utilize their

knowledge using multimedia. The incorporation of several media and dynamic graphical presentation is more effective than a single media to the students, especially students with disabilities [30]. Moreover, modern multimedia based content can be easily stored in different devices such as high capacity hard disks, flash drives, and even in cloud based platforms [30].

This increases the availability, storability, and accessibility of the contents. Additionally, the multimedia based contents are environment friendly. People can select the multimedia content based on their real-time requirements without increasing paper based knowledge [31].

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TRENDING INFLUENCES IN SOCIAL MEDIA

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Social media involves the use of online social media tools –such as Face book, Twitter and LinkedIn –to reach consumers in innovation ways. Given the increasingly large numbers of consumers using social media, business of all types are getting involved in social in an attempt to reach new audience and strengthen their ties with existing customers. Therefore, this their presents the principles of social media by explaining the, social media phenomenon detailing how to create and capture value with social media, and discussing the process of formulating a social media, and discussing the process of formulating a social media marketing strategy original years have witness a very fast acceptance of new digital channels that allowed billions of human begins to connect, split and team up like in no way before. These new channel defined a fresh market atmosphere full of challenge. The study tamed to establish how social media has been to gain competition advantage in the electronics industry in Kenya. The study recommends a differentiated approach in social media use of success metrics which are directly to actual organizational performance measures.*

Key Words: *Electronics industry, face book, business, new digital channels, consumer*

INTRODUCTION:

We live in a rapidly changing world where a tsunami of data is being ingenerated every second. Platforms such as face book, twitter, you tube and snap chat provided the digital infrastructure to allow billions of human being to connects, share and collaborate like never before worldwide, there are over 1.13 billion active users daily on face book, while 1.57 billion are active monthly (facebook, 2016). To put that number in perspection, this is 217, of the 7.4 billion human beings on the planet (world meter, 2016). A 100 million people are active on snap chat every day, while snap chat users watch over 10 billion videos per day. And in any given day, snap chat. According to can foundation "Digital is a broad discipline, bringing together ball forms of that operates through electronic devices- online, mobile, on-screen". In 2015 E-commerce activities get boast up with expansion, multiplicity of csmphigh, dels based users acquisition and mare. Due to novelty of digital media coupled E- commerce company system is stirring from submission download and stopover metrics to user metrics in its place

SOCIAL MEDIA PLAT FORMS:

Social networking websites permit persons to attention with one another and construct dealings. When products or companies join those sites, people can interest with the product or company. That interaction field personal to users because of their previous experiences with social networking sale interaction. Social networking sites like twitter, face book, Google plus, you tube, Pretest and blogs allow individual followers to replete ore past comments made by the product being promoted. Because the in sequence about the product is being put out there and in getting repeated, more travel is brought to the product and company. Through social networking sites, products and companies can have conversation and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by chasing whom to fellow on these sites, products can reach a very narrow target audience. Cell phones custom has also became a advantage for social media. Many cell phones have social networking capabilities; individuals are noticed of any happening on social networking sites through their cell phones, in real-time. This constant connection to social networking sites mess the products and companies can constantly remind and update followers about their capabilities uses importance, etc. Because compartment phones are associated to social network sites, advertisements are always in scene. Also many company are now put QR codes along with goods for persons to access the company websites or online navy with their smart-phones. In the context of the social web, engagement means that customers and stake holders are participants rather than viewer's social media in business allow anyone and everyone to express and share on opinion or idea somewhere along the business path. Twitter allows companies to promote products on an individual level. The use of a product can be explained in shot messages that followers are more likely to read. These messages appear on follower's home page. Message can link to the

products websites, face book profile, photos, video, etc. This relation provides followers the occasion to spend more time interacting with the creation online. The interaction can create a loyal connection between product and individual and can also lead to large advertising opportunities. Twitter promote a creation in real-time and brings patrons in. Face book profile are more detailed than twitter. They allow a product to provide videos, photos, and longer description, videos can show when a product can be used as well as how to use it. These also can include testimonials as other follower can comment on the product pages for other to see. Face book can link back to the products twitter page as well as send out event reminder face book promotes in real-time and brings customers in. Blogs allow a product or company to provide longer descriptions of products of service. The longer description can include reasoning and use. It can include testimonials and can link to and from face book, twitter and many social network and blog pages. Blogs can be updated frequently and are promotions techniques for keeping customers. Other promotional users are acquiring follows and subscribe and direct them to your social network pages.

SOCIAL MEDIA CONTESTS:

For years now brands have used social media contents to excite and engage their customers. In 2007 twitter delivered the hash tag, the Perfect virehicle for social sharing. In 2009 face book brought us “promotions” and “fans”- ideal for companies who wanted to expand their reach with customers. In 2015 face book started to rollout its “face book live” feature great for a visual focused contest audience. However a social media continues to evolve, the question becomes, are social media contests still a winning strategy.

In the precedent, contest were a speedy and insightful way to earn the awareness of yours spectators in a drenched marketplace, appealing to their desire to get something for nothing, but the scenery of the buyer in 2017 has changed. This means your contests need to change too.

TO RUN A SOCIAL MEDIA CONTEST THAT CONVERTS LIKE CRAZY:

Running a social media dispute is an astonishing chance to y your brand, your products, and years military with organic reach on preordain social media contests are one of the few effectual ways to possess your brand online with a minimum promotional resources. Even if you can’t afford on entire plane’s worth of seats for a prize, running social media contests is an affection component of any social media strategy. If you target prospective customers and actively engage your entrants the real winners of the contest will be your brand.

THE IMPACT OF SOCIAL MEDIA:

Of particular interest is the influence of social media on marketing, which has led to the development of social media marketing as an increasingly popular form of online marketing. In terms of spending for rest research for castes a 34% annual growth rate for social media marketing through 2014, outpacing all other forms of online.

LITERATURE REVIEW:

Our paper is relates to several literature streams. First, it is related to the emerging literature on user-generated contest and social media. On the conceptual front, the paper is related to the economic literature on product differentiation.

ROLE OF SOCIAL MEDIA:

Social media is now ever more becoming an embedded facet of political crusade, national protection strategy public policy, public relations, brand organization and even intra company statement. The commission also defined for publications related to diverse profession and educational publications is that the satisfied of the former is more practically leaning and that they goal practitioner rather than universities.

MULITUDE OF SOCIAL MEDIA:

The multitude of people using social media site is one reason for this trend, now have an exponentially superior viewers Another reason is the ability to instantly correspond with consumers which the internet makes probably .Is a plain photo –taking and allotment submission The application is free. It is a simple social network of other people and companies’ photos, one can like or comment on the photos, and see what’s new, The idea of the usability is so effortless and therefore it has gain reputation Instagram offers many opportunity to create traffic to company’s site .Media are appealing people to become regular visitors, not congestion media release down their throats.

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CONCLUSION:

Companies should use social media in their communication because it allow them to inform their create a two – way communication. It can also help strengthen the corporate identity, build confidence for the company as well as create relationships. Social media is a rate successful way to become inclusive and fashion arrive at. As you start planning, be sure that your social media efforts continually support the society.

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Part of Media in Edification

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The rise of the digital age has opened great opportunities for people worldwide to connect with each other and access a diverse range of information. The internet provides rich information resources which are very useful for various purposes in education, literature, work and business as well as in keeping up with world trends. Media is the reflection of our society and it's despite what and how the society works. This paper is showing the relationship between media and education. It contains role and types of media. Importance of online teaching and application. This paper is representing how media helps in education.*

Key Words

Introduction:

Media is anywhere. It has become a part of our daily life. It plays a dominant role in the learning process. Media has potentials to shape personalise change the way we perceive and understand the world and our immediate reality. Education and media are integral part of learning it connects people to the society. The role of media in education is evident today by the number of computer labs, television sets and libraries that have become part of curriculum in most schools today. Media comes in different forms and each form affects the way students learn and interpret information. Media has brought the world closer (globalization) so that now students from different universities in different parts of the world are connected through a mere internet connection. Amidst the information revolution mass media has become such a massive part of our lives.

Media:

- The word media comes from the Latin plural of medium
- Communication tools are used to store and deliver information or data.

Types of media:

1. Print media:
 - Newspapers
 - Magazines
 - Books
 - Other printed materials
2. Electronic media:
 - Radio
 - Television
 - Internet
 - Cinema etc.

Education:

Education is the process facilitating learning or the acquisition of knowledge, skill, values, beliefs, and habits. Education methods that includes storytelling, discussing, teaching, training and directed research.

“Education is the most powerful weapon which can use to change the world”

- **Nelson Mandela**

“The object of education is to prepare the young. To educate themselves throughout their lives”

- **Robert M Hutchins.**

Role of print media in education:

The role of print media in the process of education is of special importance. Print media like newspapers, Journals, and magazines are the basis the oldest channels of communication between one source to others.

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Newspaper:

We can get news and information through the newspaper. English newspapers are very helpful to learn the English language. Newspapers was the best way of learning before independence and creating public opinion to the time of "Sir Syed Ahmad Khan".

Journals:

Journals are magazines which published on the daily basis. Through the magazines we can learn articles, features, short stories and we can get very nice literature by magazines. Different types of magazines having different and versatile knowledge of over all the world.

Books:

Books are the best source of education. Lots of formal and informal education materials available in books, mostly students depend upon this medium to learn the education. Despite modern technology, still this medium is popular for the learning. Textbooks plays a vital role in the teaching learning process. No other teaching aid or tool can replace it. Even in the times of advanced technology that we are subject to these days use of textbooks remains of primary importance. A child's first exposure to studies begins with books. They more personal, handy and nobody requires making any prior preparations to use them. Child's response to studying from the textbooks is more practical. Taking down notes, underlining, understanding and self-study is much more convenient. Kids get into the habit of opening the book and reading on their own.

Role of Electronic media in education:

- **Radio**

Radio is playing an important role in education. Talk shows about politics, finance and other programs and the source of information education. Radio had been used in education for a period of more than 80 years. In this era, Radio used in various ways. Its uses comprise school broadcasting, informal general education, social action programming and adult basic education and literacy.

- **Community radio system:**

- Community radio system have made for education
- Radio has now started to enter into the education sector with the name of community radio system.
- The term community radio signifies radio broadcasting with the objectives of serving the community by involving members of the community. It will help the students to their public speaking skills.
- Moreover, this kind of radio will help students to revise their classroom teaching, which they may forget.

- **Television:**

- Television is an inescapable part of modern culture. We depend on TV for entertainment, news, education culture, weather, sports, and even music etc.
- Educational Program in TV:

Now most of the TV has telecasting education program for making talented intellect students such as debate program, computer education, BBC JANALA, MEENA CARTON and SISIMPUR for children as well as people can know how to save them at the time of natural disaster these are living in coastal area, even they can learn precaution about earthquake and Tsunami from TV. Television plays a very viral part and use for distance Education.

Education TV shows for college students:

1. **Man, Vs Wild:**

It is a survival television series hosted by 'Bear Grylls' on the Discovery Channel. Host Bear Grylls tackles extreme challenges and navigates through remote locations around the world, sharing invaluable survival strategies along the way.

2. **TED Talks:**

It is a collection of some truly interesting videos covering a wide variety of topics and subjects. It shows cases the educational conference and videos from eminent scholars and scientist. A great learning experiences.

3. Modern marvels:

This is a show for those who are mesmerized by the unique discoveries and inventions made by the mankind.

- **Internet**

Internet has playing huge role in education. It has a significant potential for providing children and youth with across the educational information and can be compared with a huge library. An importance of the internet as a learning tool is significant. The development of Internet technologies has raised the education level in all countries, and it has changed the way students are being taught at schools. That's why it is very important for the present generation that they provide internet education for their young generations.

Online Learning:

Online Learning is very essential for distance education. We can get knowledge and information through the net because it is providing information for easy methods like graphs charts, maps, slides, moving objects etc. It helps to understand the entire syllabus without the help of a teacher.

Applications:

1. **BYJU's:** Stay on top in every subject with classes from India's best teachers including BYJU Raveendran, using state-of-the-art technology for visualization.
2. **Vocabulary Builder:** It helps to build our vocabulary with magoosh's free vocabulary game for your android phone or tablets.
3. **Duolingo:** It helps to practice our speaking, reading, listening and writing skills while playing games. We will improve our vocabulary and grammar skills by answering question and completing lessons.

Advantages of Media:

1. Media provides information to the mass within a less time.
2. It takes a wide coverage of information regarding anything that is happening in any corner of the world.
3. It brings the entire world to the individual or to the classroom. Children spend hours together sitting in front of the television and can visualize, hear and acquire knowledge about the world.
4. These media easily reach groups, allow repeated use, give more reality, influence attitudes, show cause and effect relationships and ultimately motivate the audience.
5. It sends information to remote places and helps in distance learnings.
6. It educates people. Through television and radio programs, people get to learn about health matters, environmental conservation and much more.
7. Children's knowledge increases. Children can learn from quiz programs, animal programs and so on.
8. Radio is convenient as people do get short news and with a mobile phone one can access it.

Disadvantages of media:

1. Its leads to individualism. People spend too much time on the internet and watching television. As a result, socialization with friends, family and neighbors is affected.
2. Some media contents are not suitable for children. Limiting children's access to such content can be difficult.
3. Newspapers are geographically selective.
4. Increase in advertisements in television and radio is making them less attractive.
5. Internet as a form of media open up possibilities of imposters, fraud, and hacking.
6. Health problems. Prolonged watching of television can lead to eyesight problems and radio listening using earphones exposes one to possible hearing defects.
7. It glamorizes drugs and alcohol. Some programs make the use of these things appear cool.

Conclusion:

Media has proved how it uses in education. The role of media has playing vital place in both formal and informal education. We can improve our knowledge through the net and get lot of information too. As

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we know good teachers are not born, they are made. It can train the teachers academically and helps them to be good and efficient If we know how to handle media means we can get lot of information in fraction of seconds.

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IMPACT AND INFLUENCE OF SOCIAL MEDIA IN EDUCATION

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper deals with the presentation of relationship between the medium and education. It contains the role and important of media in providing education, rural education and for environmental awareness. It also talks about use of media in classroom in the teaching learning process. Social media networks have vast acceptance in current circumstances. Almost everyone who has access with internet is connected with some kind of social interaction using available social media. Mass media comprises the institutions and techniques by which specialized groups employ technological devices like Press, Radio, TV, Computer, Films, Internet. The internet provide rich in order property which are very useful for various purpose in education, work and trade as well as in keeping up with world trends. The over- growing social media has the potential of improving the quality of instruction in education. It is suggested that teachers blend social media with other free learning management systems.*

Key Words: *Face book, twitter, TV, Computer, Radio, Education.*

INTRODUCTION:

Education is the process of learning and knowing, which is not to curb to limit to our school textbooks. It is a holistic development and continues from beginning to end our life. An educated person has the ability to change the world, as he and she are brimming with confidence and assured of making the right moves. The term was first used with the advent of newspaper and magazines. However, with the way of time, the terms broaden by the inventions of Radio, TV, Cinemas, and internet. "In the world of today, media has become almost as basic as food and clothing". It is true that media is playing a great role in rise the society. Because of its inhering ability to reach large number of public, it is widely used to convey message to build public opinion and awareness parents, students and teachers are lying social media to connect and outside the classroom. It has a positive role in provide news update to students and informs them about course tricks. The role of media in education is plain today by the number of computer labs, television set and libraries that have become part of curriculum in most school days. Media comes in different form and each form affects the way students learn plus interpret information. Amidst the information revolt mass media has become such a huge part of our lives.

MASS MEDIA IN PROVIDING EDUCATION:

Mass media of Television programs, Internet websites, Newspaper, Tapes and CDS, Magazines, Radio programs essentially, a tool and technology which is used by someone to transmit a message to large external audience is called mass media.

John Dewey stated "That education could not be narrow within teacher and taught without social atmosphere so mass media is one such influential force in the social environment of culture. Through modern electronic technique and technologies, mass media prove that education is actually complete not confined within four walls of the classroom". Really mass media are the educational intermediate for the "Mass and mass learning".

MASS MEDIA FOR RURAL EDUCATION:

Mass media and produce media and its usage play an important role for the improvement of rural education. Various forms of mass media such as Television, Radio, Handy video, Cameras, Computer and Print media can be used for the development rural education. A majority of the farmers viewed TV programs for the sake of education. The production and apportionment of printed materials such as book, magazines, newspaper and may help in transfer of new information and technologies where as radio and television are the important tools for scattering of sensitive information. The media of communication is the medium by which a place of information or knowledge is communicated to us. The medium is the message, which is greater importance. In fact, the mass media have become a well of message around the world of today and have to rejeter into all the society of daily life, can be used and in information is being use as revenue of education. So the role of mass media in education is advantage importance every day. Sometime, mass

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media creates to mistake among the people. But, the number of these people is very few because all people of a country or society do not follow or to practice mass media. Besides, a large collection of people in a society is out of modern machinery.

Now most of the TV has or is broadcasting or student such as debit program, Computer education, BBC, Carton and for children even they can learn previous care about earth quick and suns me from TV and Radio. Teachers have to be properly purpose and made interested in the use of such materials. As we know, good teachers are not natural, they are prepared. All descriptive resources will be "Aids" to his teaching. Mass media educational has also proved that information can be eminent improved through the wise selection and to make useful of modern media of communication.

SOCIAL MEDIA IN EDUCATION LIFE:

These days we are living in the fast developing society which every day offers its inhabitants a great number of new to being possible. Predominantly these unique opportunities concern the public notices of social media that have noticeably to penetrate the modern education world. In general the term social media imply the number of actions that include socialize and networking online through words, pictures and videos. To some extent it is a two method conversation which brings people together to discover and share some information, interests as well as ideas.

Social media can range from social bookmarking, where all users have change to share their online a system of taking books to the readers of links and connect to each other's lists with in a clear online community, to online collaboration spaces. Nowadays, many education confirmations are beginning to embrace social media into their everyday life. It is a well- known fact twitter and face book are considered to be the fastest ways of finding information that might be of great value for all students. Speaking about various belongs, they can be utilized to encourage creative writing and to enrich grammar skills. On the whole, one of the biggest within certain deadlines, social media tool lies in to produce together the students of all ages to help them with all types of assignments, starting with the homework and finishing with different investigation. Indeed, the lack of has become the main reason for students expulsion both from the course and college. In this case social media to attract into close information and cooperation with their instructors so that the studying process is properly to uphold. Because most of the information was published on the central website, teachers expected that they not have to communicate organization matters presentation and to mediate on assignments accomplished skill, students kept their old expectation of the way teachers were using a reprimand. The use of new media education is a having connection new field of research. High expectations are set for an act of improving of the ability to do things well and validity of teaching and learning.

NEW MEDIA TECHNOLOGY IN EDUCATION:

Student by handmade calculation frail, and had short battery life. When a student wanted to look up in order, they head to the collection. Now calculators and Internet access are old news, and students today are looking to learn from trade-mark new technologies such as Twitter, Face book, and smart phones. As technology proceeds, we use these budding tools to our benefit. Social networking sites allow students to explore their interests on a global scale and discuss their interests on a global scale and discuss their interests with a range of people. However, for students that aren't skilled at evaluating different contents, it can be hard for them to sort through various resources to find accurate and useful information Twitter, a micro blogging services with over 100 million users, allows users to post 140 character updates. Wikipedia is an immensely useful resource that is reality available to students. Rather than using encyclopedia from limited information, Wikipedia provides a free encyclopedia with lots of information in many languages. It provides platforms to publicize what we care about; including news stories personal achievements, and political opinions. Teachers may begin to use face book as a learning tool by pasting information using face book or developing face book app relevant face book or developing face book apps relevant to course materials.

Through all of these technological changes, students today learn in much different ways than students of the past. Increasing technology also results in changing form of communication that can greatly have an effect on today's students. These developments should be encouraged and children should be encouraged, and children should be learning the tools to effectively communicate online. In the future are can expert that new technologies will emerge, and they will be increasingly useful for educational purpose. As technology changes, the way we learn will change to accommodate student's learning styles.

TEACHING- LEARNING PROCESS:

The use of media teaching- learning process is not a new thing. Many teachers know that media will be helpful. Usually use of media is very useful to teach social studies by this we can use pictures from encyclopedia or else, a globe, a map, and internet to teach social studies. Media appeal to visual, auditory and learns a rich learning experience through classroom media keeps students focused and engaged in learning using newspaper, forms and new broad casts provides authentic opportunities for students real-life experience to learn using real- world. In working with students from poverty of from the inner city, this is an especially important aspect of the learning, because they will need it for college is not going to provide motivation to learn. Systems offered the host country many benefits including jobs and a higher standard or living.

CONCLUSION:

The media has the influence of calming people, the good and the bad. The media in the difficult society should make a noble charge of instructive people and discourage sectarian, communal and division trends. The power of media is so extensive and huge; it can be used to educate people with very little cost. They cover all aspects of our internet like weather, politics, finance science, music. The need for more and more news has evolved in to making of dedicated TV and radio channels, and magazines.

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SOCIAL MEDIA AND ITS IMPACTS

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Social Media is an internet based form of communication. This is an interesting topic and most liked by the people, basically our young generation. Social Media platforms allow users to have conversations, share information and create web content. We have more useful things in media, but some of the people look this as a part of dark life that means cursed one. On the other hand, when we used this properly Social Media can become as valuable one. We have many benefits of using social media, and it gives more things to learn and develop your knowledge. Social Media have impacts that belongs to both good and bad or somewhere in between .it mainly focuses relationship between human behavior and the media. It interacts the people by the way of some addiction settings like video games, television, smart phones, facebook, twitter, whatsapp and so on. These are diverting the students from their studies. Moreover the research concludes that social networking websites have both positive and negative impacts on the education of youth, depending one's interest to use it in a positive manner for his or her education and vice versa.*

Key Words

INTRODUCTION

Nowadays, Social Media is became as a buzzword. Both companies and individuals are reaching out to social media and are using it on a daily basis. In simple definition that "social media is an online media tools and channels that foster communication and conversation, not only delivering content but also allowing interaction and participation in the development of the content being discussed." In future, media plays a major role for the upcoming generation and I'm damn sure about that. In following topics I just generally discussed about the impacts of social media whether it is good or bad or somewhere in between.

IMPACTS OF MEDIA

Media, in general, we can be described in simple terms, like a movie was good, the book was sad, or the internet is informative, and how did we ever live without it! But in another perspective, psychologists look at medias theoretical by bringing social cognitive theories to media. As recently as 1950, when television was becoming popular form of entertainment, but media psychologists became concerned about children and their enthusiasm of television viewing and the impact. Later psychologists began studying the impact of violent television viewing on children's behavior. As DR.SARAH VILSON a board certified child and adolescent psychiatrist says that media is continously consume an ever-growth part of people's lives.

DR.SARAH VILSON says, "With 24-hour news channels, phones ,internet and television are simply trying to figuring out the young people that how they are fit into these world. And they look towards media for the answer" . DR.VILSON continues "This however is the new normal young people grew up with all of this, and parents are trying to catch up. Even so we need to limit screen-time, especially if it is filling a void for the child or interfering with face to face conversations."

In 1987, studies on the impact of media led to the formation of the APA's , 46th division of the media psychology division. Later media psychology division 46 became the APA SOCIETY FOR MEDIA PSYCHOLOGY AND TECHNOLOGY. According to the APA, Division 46, "Media Psychology focuses on the psychology behind media and technology use and impact." But still media is not just about the Facebook, Twitter, video games, Television, printed media or radio. It also takes psychologist into account professional and they using media to advertise their privates or services.

MEDIA PSYCHOLOGY AND VIDEO GAMING

Video Gaming is one of the very popular thing around the people and that was used by all the number of people like from childhood to the young age. It have both positive and negative, and it pay more attention around the people, in psychologists view points, that gaming is absolutely creating an impact among children, teenagers, young adults, and it was agree by all. This video gaming was started in the year

1940, and the players play the games like chess, tennis, and blackjack and even US military war gaming. These are the most popular games between 1940 to 1980. It is the first thing where people got addicted to social media. At present, in current situation people are getting addicted to PUBG GAME, the most popular thrilling video game and all age group people and all genders are used to play this game. But in psychologists way video gaming have both mix of good and bad things. Because some of them are make this as money and gain more but some others are getting addicted and burning their time at work, on the road and at home. These are creates violence among the society.

A.ANDERSON concluded, "The evidence strongly suggests that exposure to violent video games is a CAUSAL RISK FACTOR FOR INCREASED AGGRESSIVE BEHAVIOR, aggressive cognition, and aggressive effect, and for decreased empathy and pro-social behavior."

FACEBOOK AND OTHER SOCIAL MEDIA

Facebook has became one of the most popular online sites ever for past ten years. And we are sucked in by facebook and there's a psychology behind that. It became more addictive by people . But it helps people to see all the present incidents happened around the surroundings very quickly. Facebook keeps the people the people in up to date in their hand. Some of the people use this in a good manner and some others are used in the sake of worst being and create domestic violence.

Yet, Dr. JOANNE BRODER SUMERSON, believes we've gotten smarter about what we post to Facebook. He says, "Years ago people posted everything. Because it was so new, there was no filter on what was said, or what photos we posted. Today, there is an increased awareness of our online identities."

As a footnote, that Facebook is not only the form of social media that draws people in like a magnet. Twitter, Instagram, You tube and many other sites are entice us to keep coming back for entertainment, relaxation, social interaction, and more.

MEDIA PSYCHOLOGY AND TELEVISION

Television plays a vital role in our society. People spend moreover seven to eight hours in front of television. While we saw the television and we feel pleasure. In 1950's when black and white images flashed over in very small television screen, in that time psychology began to noticing how a simple T.V show could create impact and also influences the behavior of viewers.

THE FUTURE

I'm very sure about social media that have made major contributions to our society in the future century. In upcoming new generations going to face lot of positive and negative things create by the social network. Although, understanding the relationship in both dynamic and interactive between media and society.

Dr .Kelley aptly says, "It's amazing what can be accomplished through media. The possibilities are endless. Find a niche and be passionate about it. Get out there and change the stigmas of media and the stigmas that are born from media."

CONCLUSION

Finally, I conclude this topic in my own words about the concept of social media and its impacts, in my opinion it gives both advantages and disadvantages for the people .But my view is when we influence this in positive way it can be good and useful, otherwise if we influenced it in negative way means it can create many problems and violence. So, we should try to avoid negative usage in social media for the sake of living a happy life

TRADITION OF MASS MEDIA AND ITS TYPE

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The Word media derive from the Latin word intermediate, which means in the middle. Media refers to the traditional mass communication method. Thus media denotes various means of communication, its aims to reach a very large population, such as the entire population, of country. By contrast local media covers a much smaller population of locality or demographic groups .Media is devices of the communication which is useful to communicate and interact with a large number of listeners in various languages one separate himself from media. Media use for entertainment and communication and dissemination and express and sharing views, opinions and ideas. Usually media can exist divided into three sorts, first print media which includes Newspaper, Magazines, periodical or Newsletter, Press release, Books. Second type electronic media which include Television, Radio, and films. Third type of media new age media includes Mobile phones, Computers and Internet.*

Key Words: *Newspapers, magazines, television, mobile phones, radio.*

PRINT- MEDIA:

The word 'print' connotes written by machine and the term 'media' illustrates of communication. Print medium is one of the oldest and essential forms of contact. The contribution of print media in providing information and transfer of knowledge is astonishing. Print media has the advantage of making a longer effect on the minds of the reader. Print media also facility as reduce among the government and the people. Similarly, Literature and Print media exist to serve some functions. Those of informing, educating and entertaining are most obvious. Modern broadcast techniques use many ways to convey message to the consumers. Print media, however is one oldest form of broadcast. It also remains to be one of the most popular forms because it can reach extensive audience. It includes Newspapers, Magazines, Periodicals, Newsletter, Press release, Books. Magazines and Newspaper are the Supreme Traditional Print Media used in advertising.

NEWSPAPER:

A Newspaper is publication containing news and information and also advertising, usually printed on low cost paper called News Print. It may be broad-spectrum or special interest, most frequently published daily or weekly. The first printed weekly Newspaper was published in 1605. "Johann carlous" was the publisher. Newspapers are one of the best platforms for conveying information due to the low cost of expression. It is easy way to accessibility and also extended reach as well as a high frequency of publication. Newspaper are in the most popular form is in a print media. The twentieth century has seen the instant growth of the Newspaper Industry, to the challenges withstand the challenges posed by electronic media, to speed up the production process and improve their quality. A newspaper is divided into various segments containing current events, sports, food, entertainment, fashion, finances, politics, advertisements, informative articles an so on.

NEWSLETTER:

Newsletter can be used to advertise or to simply communicate new ideas and events. A newsletter is generally used as information sources for neighborhood, communities and groups having and interest about that particular topic or event.

MAGAZINES:

Magazines is a periodical published a variety of articles generally financed be advertising and purchased by reader. A periodical is a magazine with a paper cover which is issued on a regular basis usually every week or every month, and which contain articles, stories, photographs and advertisement.

PERIODICALS:

Periodicals are one of the primary source which having original information. A periodical is publication such as magazine, Journal newspaper. A daily newspaper, a weekly news magazine, a monthly journal, an annual book series are all periodicals.

A PRESS RELEASE:

Press release is a short, compelling news story written by a public relation professional and sent to targeted members of the media. The press release should contain all information for the journalists to easily produce his own story.

BOOKS:

It is also collection of sheets of paper, parchment of other material with a piece of the text written on them, bound together along edge within covers. A book is also literary work or main division of such a work. A book is also literary work or main division of such a work. A book may be in hard copy nor I electronic format. A book produced in electronic format is called or know as E-Books. Books are significant medium of mass communication as they have larger reader base. The history of books starts with the expansion of the inscription, and other invention such as paper and print. The early history of books actually predated of books actually predated of books actually predated what would conventionally be called Books. The first major book printed in Europe, Gutenberg Bible 1455. William ax was the first Englishman to use printing press. It was the first printed book and the first printed anywhere in English. It was produced in 1473.

ELECTONIC MEDIA

Electronic media is the media that one can share on any electronic devices for the audiences viewing. In that media is to be broadcasted to the wider community. Electronic media plays a very important role in today's life of announcement. It plays an important role in highlighting problems is society either through entertainment, dramas or through news. Electronic media have misshapen communication and our ability to split. Store and gain information and knowledge. Electronic media is kind of media which require the user to make the most of an electronic correlation to access it. It is also known as 'Broadcast media'.

RADIO:

At first Radio was invented the Guglielmo Marconia Italian inventor at 1895. Radio has only a Auditory sense form. It consist to be a oldest form of in a electronic media. Radio programs are circulated through radio broadcasting over frequency bands that are highly regulated by the All India Radio. Radio nowhere to be found its reputation with the explosion of television. But till day, radio remains one of much loved means of electronic media.

TELEVISION:

Unlike other form of mass media, Television has now become one of the most powerful media of mass communication. Television sometimes it be shortened to Tele or tally, is a telecommunication medium used for transmit moving images. With a modest beginning in the 1930s, it mass information. Television is a informative devices in that it allows the broadcast of news both local and global levels to make certain that all individuals are kept updated. Television is a mass entertainment in the world today. All the other end of the variety are those who see television as basically that chief intermediate of popular entertainment in the present era-akin to the stage in Shakespeare's England or the novel in the Victorian Era. The spectaculars growth of television in the letter half of the twentieth century has had a profound effects on ways in which many people view "LITERATURE".

FILMS:

A layer also identify a movie, motion photograph, upsetting image, or photoplay is succession of at a standstill images that, when made known on a screen; create the illusion of moving images. Films are similar to novel or short stories, that they tell a story in Literature. They include the same genre romantic, historical, detective, thriller, adventure, horror and science fiction. However, films may also take account of sub-groups such as action, comedy, tragedy, westerns and war. The methods are use to analysis in a literature; on the other hand, films are multimedia. Films are considered by many to be important art forms. Films entertain educate, enlighten and inspire audience.

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NEW AGE MEDIA:

New media is used to describe comfortable made obtainable using different forms of electronic communication made promising through the use of computer technology. General, the expression new media describes satisfied available on require through the internet.

New media are over and over again contrast to old medium such as television, radio and produce media, even though scholars in announcement and media studies have criticized dogmatic dissimilarity based on oldness and novelty. New media does not in take financial credit of television programs, feature films, magazines, books unless they include technologies that facilitate digital generative or interactive process.

COMPUTER:

When development of computer the impossible has become possible. It has added speed and multitude to the information which was earlier available only in the first format.

INTERNET:

Internet is a worldwide medium that provide means of exchanging information through a succession of interconnected computer It is rapidly growing medium of advertising. Internet as known by Interactive standard or Global intermediate. The discovery internet can be called the Largest Invention in mass media. Internet has optimistic interaction and connectivity through its social networking medium. Social Media are in the Internet site where people network freely, sharing and discuss information about each other and their life, using a compact disk mix of personal words, pictures, videos and audio. Internet media such as E-mail, Websites, Blogging, Facebook, Twitter, You tube, Podcasts.

(i) E-MAIL:

E-mail is known as the short form of Electronic mail and E-mail. It took for drafting and sending letter or mail.

(ii) WEBSITES:

A websites is a collection of public accessible, interlinked web pages that share a single domain name. Websites can be created and maintained by individual group or organization. A website also known as a Web presence.

(iii) BLOGGING:

A blog in a space or the Internet where is single person or group records their information, opinion, photos, videos.

(iv) FACEBOOK:

It is most popular social networking websites. It is best platforms to meet old friends, or make new ones.

(v) TWITTER:

Twitter is micro blogging are which interaction and feedback of a different peoples.

(vi) YOU TUBE:

It is an websites which upload contact in a video format. From not only films and also to Educational videos, everything would be found on you tube.

MOBILE PHONE:

Mobile phones has made communication possible at any time, and from anywhere. Now a days mobile phone used like a smart device. It is not only used for intraction, but also for other technical utilities. With a advancement of modern technology it is no wonder that mobile phone and their popularity are on the rise. It also used in a educational approach and its applications and services and apply the devices in classroom for study.

VISUAL AND NON-VISUAL MEDIA:

Visual media is to be transmit both the voice and pictures, such as films and television. Non-visual media is only Transmit the voice only, such as Books, Magazines, Newspaper, Radio, Audio-recording.

FUNCTIONS OF MEDIA:

There are four major functions of media. The firstly is for provide information about issued, events and development in society. The second is correlation. The third is communicate is to be anonymous. Fourth is a one way communication unknown to one another.

CONCLUSION:

The purpose of 'Media is to provide programs and services'. Media inform, educate, enlighten and enrich the public and help to inform the important happened in society. Media use us to understand the political and social awareness. It is more useful for students learn the reading, writing and critical thinking skills.

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THE FUTURE CARRY ON THE MEDIA MARKETING AND COMPETITIONS

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The internet has revolutionized the word and marketing. Marketing has always moved with technology changes from television commercials online banners social media advertising. Social media marketing having as a necessary the use of online social media. Such as Facebook, twitter, YouTube, snap tube, Instagram to reach consumers in introduce something new ways. The large numbers of consumers using social media, business of all types are getting result in social media in an effort to reach new audiences and strong their lies with existing customers. Literature is deeply the power from an academic viewpoint challenging, a personal view not necessarily based on fact and exploring themes in depth. Broad costing produced and consumed this paper investigates the impact of increased media competition on the quantity and quantity of news provided and most extreme level.*

KeyWords:

INTRODUCTION

The world of media is changing a fast-flowing stretch of a river over the past years. The large and heavy growth in number of connected consumers, along with the expansion of mobile penetration led to shift from traditional to digital media. That change from one position to another had a solid impact on global media advertising. The internet has revolutionised the world and marketing with over one billion people around the world are using the web regularly to find a thing produced entertainment and a person ideally suited to another consumer behaviour and the way companies market to both consumers and business have changed dramatically social media smartphones and I pads have created a new reality to digital communication. Which requires new kind of know-now. Unfortunately a person that you spend time often lack logical and consistent vision and strategy when it comes to social media marketing. Competition is also a major a central principle of market economies and business. It is often connect in the mind with business an event in which people compete as most companies are in competition with at least one other firm over the same group of customers. Marketing is the business process of creating relationships with and please someone by doing what they need customers. Social media marketing is the use of social media the stated policy of a political party and websites to promote a product or service. Although the terms e-marketing and digital marketing are skill dominant inn academic. We live in a long and distinct historical period of technology take a close look at your own lifestyle

FACEBOOK

Facebook's group feature is designed to support discussions on defined topics, and this paper report on a group set up with the specific aim of supporting participative learning. Is a means of communication that is used to connect with your customers. In addition to an individual's profile has events, group and pages, Facebook and other social networks are virtual hangouts. Their purposes vary tremendously, but more often than not, users Facebook with informal and playful goals. Marketers should keep this in mind, while creating content in Facebook pages should be made interesting. Useful places to visit communications channels. In other an instance of a particular situation the video itself is the focus of your marketing efforts. As opposed to being marketing medium the video is the end result the thing you want to talk every one. Students were free to use this forum, but preferred to communicate with peers via the Facebook venture. Facebook traditionally offers a social networking site experience and, according to Lampe, Ellison and stein field was initially focused on college and high school networks.

INSTAGRAM

Is a simple photo taking and a part of a large amount which is divided among application. The application is free. It is a simple social network of other people's and a person you spend time photos. One can "like" or express an opinion or reaction on the photos, and see what's new. The idea of Instagram and the usability is so simple and therefore it has an increase in wealth popularity. Instagram offers many opportunities to build trade in something illegal to company's site. To enter, past a photo of you dressed to match a book

lover on Instagram. The best photos will be a distinctive element in a post on electric literature.

TWITTER

A Search of any of the hash tags used by poets will show you just how much poetry is being shared in twitter. In their possess words, seven twenty is “an online for public sale at regular period control articles and pictures using twitter as it publishing a move up words level the extent on which people or things can stand. For readers at home and on mobile devices”. There are quite a few carefully curated twitter account featuring excerpts, quotes and more from famous writers work.

In recent years, increased the act of competing and clutter on social media as well as the rise of social media a step-by-step procedure for calculations have caused the attract by offering something desires landscape to change far-reaching effect for anyone using it to market their business. The sudden powerful forward in social media popularity has produced large in area interaction between firms and consumers online. Marketers have adopted a typology for social media the state of being exposure that falls into two categories; owned and earned social media exposures. Social media refers to social media exposures generated by the brand in channels I controls. Such as the Facebook a type of product made by a company under a particular name page and twitter account. While earned social media refers to social media the quantity of light reaching a photographic film that are not directly generated by the brand. But some extent by other entities such as Facebook and Twitter users. For example earned social media may include customer-initiated communication with the brand mentions, whether it is a “like” of the brand page “share” of the brand or brand-related status on the Facebook brand page. This study describes the use of Facebook’s group and discussion opportunity for an exchange of views facilities for optional active participation and discussions by a post-graduate distance- learning class.

In order to stay up-to-date with an industry as an arrival of large numbers of people or things as social media, you need to learn from the experts. According to statistic, the number of social media users is expected to reach 2.77 billion in 2019. It is likely that your capable of becoming customers are already using one or more social networking platforms. Reaching out to this target audience on social media is of the greatest importance. Social media marketing is playing a more and more widespread role in way business advertise their products and services, with social media platforms an absolutely necessary role in businesses interacting with both developing into something and existing consumers and can even be viewed as a company’s primary communication tool. I recently a person's first appearance in a role new speech at the social mediamarketing world conference in San Diego. This is a large and impressive global event and I’m proud that I have given a speech all six years it has been in existence. Despite the prevalence of social media advertising, the efforts of earned and owned social media on product sales or brand purchase are not well-understood; without knowing their effect marketers frequently behave in a particular way to employ any and all forms of social media. On one hand advertising by the focal company may adversely make a difference to competitors if the advertisements entice potential customers to switch, on other hand, if focal advertising serves as a need recognition reminder, it could have a positive effect on compile tor’s sales positive spill over effects exist. When advertising of one brand leads to increased purchase of another a type of product made by a company under a particular name. In other words advertising for a particular a make burned on livestock with hot metal can “spill over” to a competing brand that offers similar products or services. Although the phenomenon of advertising externality in traditional media is extensuoly recorded. How advertising on the outside operates in social media remains unknown. As more firms have attempted to utilize social media strategies for online marketing success, advertising on the outside has driven the increasing emphasis place by marketing practitioners on social approaches. Consumers are increasingly new ideas, content, and products on smart speakers systems. In fact, most analysts project that the majority of search activities will be conducted through product like Alex and Google home. Since much of what we do in the world of social media and content marketing is geared towards helping people find our products, this is a vital trend.

Social media and mobile will carry the future of marketing, her field of digital advertising is expected to reach of digital advertising is expected to reach \$837 billion by the end of this year. More over cheap smartphones have come on to the market over the past few years. A survey conducted by Tiago and verissimo shows that manger, identifies benefits of online marketing in improving information gathering and feedback potential to increase knowledge potential to increase the promotion of firms, expanding internal and external relationship knowing consumers, consumption habit and preferences. This thesis is the first initiative to improve the company’s social media marketing for the final version of the new social media marketing plan. Therefore this section will cover topics from marketing is a digital marketing and

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social marketing. Social media and mobile will carry on the future of consumers marketing and the rapid changes in media landscape and the very fast adoption of new digital channels has brought both opportunities and challenges for marketers.

CONCLUSION

Media are various material ways information can be communicated literature is deeply influential from an academic view point challenging opinions and exploring themes in depth. Facebook has delivered a suite of advertising products specifically for retail that enables brands to do things they could before, Ryan said. "A raised level area on which people or things can stand is making it easier for retailers to introduce something new and this activity will only be amplified in 2019

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THE OFFERINGS OF SOCIAL MEDIA IN STUDENTS LIFE

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Social media and social networks made way into our lives. Everything is different beginning with the way we socialize interact plan for parties or even how often we got out. We won't go into a debate regarding the ethical aspects of the way social media is influencing our lives. Instead, this article proposes to focus on the numerous ways in which social media is changing the way in the education system works. So stay turned to find out what effects does social networking have on the way our children are educated both at school and outside of it.*

Key Words: *Social media, Social media networks, Role of media in education.*

Introduction:

Social Media are interactive computer mediated technologies that facilitate the creation and sharing of information idea, career interests, and other forms of expression via virtual communities and networks. The use of social media in education provides students with the ability to get more useful information to connect with learning groups and other education systems that make education convenient. Social media is also a medium where students can establish beneficial connections for their career. Social Media by students media are online technology platform that help of connect people together for and near. It is used to build relationship among people. The use of social media by students helps to have their education.

Empowering Effects:

Starting from elementary school up until university graduation social media has the role to empower parents, students and teachers to use new ways of sharing information and build a community. Statistics show that 96% of the student that have interact access are using at least one social network. What's even more extra ordinary is that even though some of the students use the S.N.W. for entertaining and other purpose there a lot of them that actually use it to promote a lot of positive and useful activities from finding a summer internship promoting a success story about how to win the student-loan battle or collaborate on international projects everything is made possible.

Implementations in School:

When it comes to social media schools tend to adopt different positions. It's a general conscience that they're useful when it comes to sharing information or organizing the school tasks. And at the same time the social networking is blamed for lack of attention in students during classes.

But an increasing trend of adopting social media in school a lot of time for social media and connecting with other outside school hours, why not do it during school as well? It's a matter of practicability really because it makes perfect sense to use the online universe to communicate with your students since they're no need for another case study about the usages of social media in schools. You simply need to take through the hallways of any school or colleague to see kids of all ages totally immersed in their smart phone. Browsing their news feed, sharing photos, on Instagram of sending snap chat messages has become a party of their daily routine.

Penetration of teacher in online world:

Moodle and Blackboard are just two examples of learning management system that involves online learning for more than 10 years now. Slowly but steady such systems will lead to the actual implementation of social media within classroom. And the best tool available itself. Only by being open-minded and using the technology themselves will able to really reach out students.

“The best teacher I have ever had have used technology to enhance the learning process, including facebook pages and for upcoming projects”

_ Katie Benmar freshman

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As the above statement emphasize, students also react positively when a teacher is willing to use their methods and adopt them as part of the educational process and it makes perfect sense. Since homework has a certain strictness about it but an online chat discussing a certain book gives student. The ability to open up and share their opinion.

Daring Teacher via social media:

Of course, the example of teachers already implementing social media in classes are far numerous that we can know of however, those are a few that did such a great job that their students almost made them viral (for example: a biology teacher from Beogan country proposed and challenge to him students. They had to debate over the subject of meiosis on Twitter by using a specific hashtag. This is a great opportunity for students to have fun and learn at the same time. As you need to know your meiosis in Order to compress it into 140 characters.

“ We live in a digital ecosystem and it is vital that education institution adapt “
– Carla Dawson

Professor Dawson really has a valid point there as history showered us all that, at matter, how strong the resistance technological progress and new trends will eventually become a stomeland. Of course this applies to developed countries that already have a well – structured traditional educational system. It's a totally different situation when it comes to developing countries that as still struggling to final their way.

A Stranger Community through Social Media:

The benefit of Social Media in the education process doesn't have to stop at the teacher – student relationship. There are a lot of other benefit that can be extracted from the use of Social Networking at higher levels as well (for example: Principles or Administrators can find a new way to integrate Social Media. Like Sharry's school via Social Networks, holding online necessity with the penents or even starting fundraising for different projects.

And social media can quickly become the only channel of communication since we're living fast-paced lives, parents are usually busy with work and cannot attend school meeting. But this doesn't mean they shouldn't be in touch with events or be able to check on their kids every once in awhile. Just like in every other field. Communication is vital and it can be done easily with the help of social media why not go for it.

It may not be criteria just yet but soon enough questions like “Does this school have a facebook page? Could become just as important as the things that parents are asking right now. Like how well equipped the library is or what are the optional classes their child can be part .

Conclusion:

The bottom line is that social media is a big part of our day to day life and there's education process. School, colleges and university staff should be encouraged to make use of technology for student and parent communication. This could easily turn into an argumentative easy topic for college. But the Benefits are obvious, starting with healthier parents teacher relationship and all the way to permanently changing the way our children will learn.

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THE ROLE OF MEDIA IN STUDENTS LIFE

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Social media plays an important role in every students's life. It is easier and convenient to access information, provide information and communicative via social media. Teacher and student use of these platforms for the working of their education. Learn the major aspects of facebook, twitter, Instagram marketing. Enorl Nowi Avail Benefit of EMI. Money Back Guar course social media ,PPC,SEO, Email Marketing, Mobile Marketing, Content Marketing. Social media has gained credibility over the years as a trashed sources of information and platform where organizations an interact with audience. This paper focuses on the role of media in student life.*

Key Words: *Social media, social networks, the role of media in student education.*

Introduction:

We are seeing education institutions adapting these developments into their system and relying on group resources and mechanism to improve the student life. The use of social media in education provides students with the ability to get more useful information to connect with learning groups and other educational systems that make education convenient. Through social media such as analytic and sights on various topics or issues for study purpose. Social Media is also a medium where students can establish beneficial connections for their careers. As an educational institution it is crucial to be active in many social platform possible this helps create better student training strategies and shapes students culture.

Broadening our Perspective Via Social Media:

The great thing about using social media in that you soon learn who the experts are particular fields and subjects. When following these experts you them this empowers you to produce great results. Social Media has the ability to broaden your perspective on various subjects and gives illuminating instant content experts to get answers on topics that you may need help in social media.

Communication between students and colleges Via You Tube and Facebook:

Colleges have the ability to connect with students through social media networks such as Facebook, Google, Plus groups, and Youtube. These channels can be used to communicate campus news, make announcements and provide students with useful information. This builds engagement between the college and students which help tackle many student issues through the group interaction.

Institutions can share supportive and positive posts that reach all students that are connected to the networks and pages. You can initiate hashtags on social media to engage students and online discussions that are helpful. For that helpful video is a Prominent tool in social media trends that are effective and you can use it to share useful videos that inspires students help them in their course subjects. Through social mediums such as Youtube, Facebook or Instagram live video the engagements between students and the institution can be sustained. It is advisable to be selective about which social platforms to use for the best practice.

Offering of social media in Research Process:

Social media offers audience and subject monitoring tools that are useful and it is one of the best platforms to extract data. Majority of the people feel about a particular topic or expert perceive and advice on specific issues.

This can help students compile and reduce useful content for research. Other student are working on an assignment working an project or trying to gain more insights on a subject some of the best information and results can be extracted from social media.

Enhanced Learning Management Systems:

Learning management systems is a networking software that delivers educational programs and gives institutions other administrative activities. Social media learning in LMS can include instant chat functions video forums to share information and other lesson success to help student.

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Most LMS's come with built in social media integration and this drives instant interaction between the users and the system. The system strengthens student participation and makes team projects easy to collaborate.

The system exists to tackle student and learning related issues to improve the education scheme. It is beneficial for institutions to use popular learning management systems with social media integration to have the best reach and effect through the system. Other social learning tools are live conferencing systems, webinar capabilities, share group reviews, blogs and much more.

Learners can build Social Credibility:

Building a brand through the social networks can help students build a portfolio for their career.

The platform can be used to start sharing work while the student is still in the learning space. This is beneficial to the launch of a student's career as it demonstrates the learning process has developed through their social media.

By reflecting on educational background and gaining exposure on social media builds social credibility and students in specified fields. This prepares and positions your career to have social credibility.

Conclusion:

As social network interaction advances the education system, social media will be the number one means for solving education problems. The important benefits that networks build is the access that makes learning become a pleasant process. A digital marketing qualification can inspire learners to know about the role of social media in education. This can lead to various social media and marketing job paths.

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THE ROLE OF SOCIAL MEDIA IN EDUCATIONAL DEVELOPMENT

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Social media is a spread collection of media technologies that reach a large audience by means of mass message. In the technologies through this communication takes place to embrace a range of an outlet. In this article is presented the relationship between the media and education. It contains the role and magnitude of media in given that education, rustic education and environmental awareness. It also talks about the use of mass media in the classroom and in upon humanity because of its inborn capability to reach a large figure of community. The educational technologies consisting of a variety of media of mass media of mass communication are essentially necessary. Both of qualitative advance and quantitative spreading out of education can be facilitated and accelerate with be of assistance of this accumulation media beneath educational technology. Education of future will be intelligent to participate its position more successfully by establishment the personnel innovative, lively and resourceful.*

Key Words: *Embrace, magnitude, inborn, rustic, beneath, capability, accelerate, humanity.*

THE IMPORTANCE OF MASS MEDIA IN EDUCATION:-

Mass media provide educational information to the mass media within less time. It takes a wide coverage of information regarding anything that is happened in any corner of the world. It is the sends in education information to remote places and helps in distant learning. In the mass media are the acts as an agency of educational change and social change.

The mass media are useful for students in reinforcing group dynamics and interpersonal communication. Mass media in education are press, radio, motion picture and television etc.

THE ROLE OF SOME IMPORTANT MASS MEDIA:-

A) RADIO :-

Radio acts as the medium of mass the message. It is used mainly to broadcast events too distant and spacious places of the world. Radio is also an extremely essential source of activity Every day, we pay attention to various talks, discussions, and debates from the radio. There are extremely important and useful for students. Especially for the intention of teaching, many programs are broadcast over the radio. Radio acts as a great entertaining of educational force. Radio is the stimulate curiosity and benefit for pupils.

It is the professional teaching in such different fields of science, social study painting, music, languages, political affairs present affairs, and additional area can give learning in sequence and enhancement for pupils and for the teachers. Well, the planned radio broadcast are presented in such a way as to connect the energetic involvement of the restricted teachers and pupil

B) TELEVISION:-

Today, television has become an extremely fashionable source of pastime between young peoples. Hence it has a influential group to become the majority important and powerful agency of mass message Educational television is the most recent audio visual media for class instruction. These are programs on the television, especially for the school kids these programs are expected at educating the school children and them still good moral values. Television can give a very good idea of the history of the country through dances, short films on chronological places, museums etc. The young peoples and students are study the television can get a very good thought of how it actually happened. Educational television is talented of creation existing learning experiences.

C) THE JOURNALISTS:-

The press follower is the whole written material. These on paper matter are books, magazine journal or newspapers. Reading matter has gigantic potentialities. It is an authority excellent influence on attitude and philosophy of life. So the press is an important service that can render to education by important knowledge of current affairs to children. News about earthquake, cyclone new planets, and supporting modify may be conveying to become kind of the pupil by the press. The pupil restricted information of history may be highly structured and improved by these journalists. So the press is to

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provide as one of the significant media of education and teaching.

D) MOTION PICTURES:-

The motion pictures work out a great power on the human being mind very competently. They help to produce permanent morals in the pupils. There is also wider use of pictures in education. The educational films are coming into the field to meet the challenges of commercial pictures, to supplement them and to explore new avenue of educating kids and adults.

There are many area of learning which can be accurately deal with the help of films. For example, in the teaching of natural features or discipline, we can use these motion pictures. The overturn of India, the type of weather of India etc. can also be qualified successfully with the help of the motion pictures. It is the apple of the educational films makes the idea more clear, forceful and practical. The motion pictures can be of great repair in teaching the shy kids because they do take action on the imagination of children. The role of the a variety of agency of education have as a result improved Thus the role of mass media as submissive agency of education cannot be underestimate.

E) NEWSPAPERS:-

Newspapers are affordable and reach a wide network of people. The newspapers are well helpful to students who need to be updated on the current issues surrounding them. The newspapers are the best teaching aid; especially as a tool to promoting the reading culture. In the newspaper as a mode of training the English language teacher. It is a teaching tool to very important to students because it doesn't only provide authentic and real news. It also gives students knowledge about the use of the English language.

When teachers use newspapers in the classroom, it helps students to look at things in a bigger scope and it improves their critical thinking skills. Through a newspaper, students can listen, read and practice pronunciations thus become better consumers of the news and language.

THE ROLE OF MASS MEDIA IN PROVIDING EDUCATION:-

The television programs, internet, newspapers, feature-length films, Facebook, WhatsApp, websites, magazines, music tapes and CDs: essentially, a technology which is used by someone in the direction of transmits a message to a large external spectator is called the mass media or social media. The education could not be some degree of within teacher and taught without social environment. Social media is one such protect force in the social environment of education.

Through modern electronic techniques and technologies, is the mass media proving that the education is really comprehensive not cramped within four walls of the classroom? Really, social media is the educational medium for mass media and mass education. The irrespective of caste, geographical, economical diversities of mass media is proving as an important means for the education to all. Mankind gets a great deal of information.

THE SOCIAL MEDIA FOR RUSTIC EDUCATION:-

The mass media and print media and its usage play a central role in the magnification of country education. The different form of mass media such as helpful video-cameras, radio, television, computer, interactive video and print media can be used for the improvement of rustic education. The result of various study declared that the crash of TV was more on little farmers and illiterates.

The social media are before a live audience a very important role in creating ecological alertness distribution of new farming technologies between country people. The invention and delivery of printed equipment such as books, magazines, newspapers, and information sheet may be helpful in the transfer of new information's and technologies while the radio and television are the essential tools for giving out of quick information.

THE USE OF SOCIAL MEDIA IN HIGHER EDUCATION:-

In the social sites, video sharing the sites, the online sports event, immediate messages and gadget such as iPods and Smartphone. The higher education institutions have not been left behind too and have been adopters of this global phenomenon. The social media takes many forms such as social networking sites, blogs, logs, instant messaging and practical communities. Having a said that, the social networking site Facebook appears to clearly come into sight as a champion generally since of its great figure of the member.

For learning and teaching, social media is used in a range of dissimilar context-language learning, handwriting development, after-class conversation, synchronous and asynchronous announcement group of people construction and curricular tool. The fast increases of social media provide several potential for advanced education foundation to approve it to additional their learning and teaching activities. The apple

of social media in higher education is altering the personality of the contact of learners and teachers. The uses of mass media usage to after-hours carry for students, convey and congregation lecture, spread information and connect in conversation

THE IMPORTANCE OF MEDIA IN CLASSROOM:-

The media in the classroom take on students in learning and supply a better-off experience. The media are helpful tools for demonstrating a group of pupils permits students to observe the example of what they are learning. Interactive media such as stylish board allow students to shift things on a computer screen for descriptive purpose. The students view the media as exciting learning aids; manufacture learning enjoyable and take away boring according to the details profit and risk of media and technology in the classroom from the UCLA office of instructional improvement.

MEDIA CREATES AN AUTHENTIC LEARNING EXPERIENCES:-

Using the newspapers advertising material, job submission forms, and news broadcast provide an authentic opportunity for students in real-life experiences in which students must read calculate and understand information base on items that they need in their daily lives. When students use objects from the real world, they can see the connection between what they learn in school and how they can use awareness as a member of society.

In the relative folder, the study observes reasons affect the behavior and learning in social media. All the students' aid to the social media was analyzed, with the cognitive process measurement of the revised Bloom's Taxonomy used to measure the type of thinking that the students established.

MEDIA CREATES CRITICAL THINKING SKILLS:-

The teachers can use media to own critical thinking skills. The students can write about a song, interpret a movie or interpret a news broadcast. The teachers can use the media to ask probing questions and facilitate discussions that external beyond basic comprehension questions. Teachers can also create projects in which students develop their own media, using the classroom media as a model. This is hands-on activity challenges students to formulate media, using their own creativity and interpretations from the media.

CONCLUSION:-

The mass media have proved to help in classify concept, motivating group and personality behavior, increasing a group significant alertness, varying attitude, impressive a new arrangement or organization on the confident subject and hopeful uniqueness and creative talent.

As we identify, good teachers are not natural, they are a method. Preparation in the method technique, use of a range of wealth and media help a teacher to be good and well-organized. All illustrative equipment will be "aids" to his teaching. But the baseline is that social media is a big part of our day to day existence and there is no position of maintenance it away from the education procedure. Schools, college and university workers should be confident to create use of machinery for students and parent connections.

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Media and its types

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *This paper focuses on "Media", its one means for general communication by means of newspaper, radio, poster letters, emails, television, and so on. And it is used for communicate with others. Media is used as getting information about general knowledge, political information, cultural information, tradition, ancient people life styles and so on. Its also used to delivery the message to the targeted people. It keeps up with the new technological developments media. Its used for analyse the strength and weakness of the society. After that, "Media and its Types", mostly about many types: advertising media, news media, print media, digital media, and so on.*

Key Words

Media and their Features

Media helps to develop their knowledge. Its beginning of human communication through not only vocalization or gestures, drawn back to ancient cave paintings and maps. The first communication postal letters, introduced by Persian empire, cyrus (B.C.550). After that telecommunication is to be introduced through television, radio, newspaper.

The newspaper is one of the media, about to get knowledge by information for larger readers. It may be daily, weekly, national or local newspaper to their readers conveyance. And its available for very low cost price. It is also used for advertise the product, and sales and production. The advantages of the newspaper media, flexibility for the readers, offers penetration, geographical and language selectivity, cheap media with high frequency, and high repetitive value and quick response. There are many magazines which it is specialized media for their educational, entertainment, informational and needs of business, consumers, and industries. The business magazines about its trade publications, professional publications, institutional and industrial publications and so on.

The Television is one of the media for entertainment, viewing the visual images, sympathy, sound, emotions, and color to the viewer's empathy. It allows the creative and imaginative messages in an unique way. Its used for entertain the people, getting news mainly for deaf people.

The advantages of the television are powerful audio-visual media, wide coverage at effective cost, attention and intrusive nature, high selectivity and flexibility. The disadvantages of the television media, high cost, intrusive in nature, short lived messages, limited attention by viewers, zapping which its changing their channels, zipping which its forwarding commercials to avoid commercials.

The Radio is one of the media which covers huge population. It can be enjoyed at home, in office, while driving car and can be enjoyed any where. The channels varies from region to region, hence you can listen radio in your regional language. Like other entertainment media, Radio is also favorite of large number of population. You can advertise your product on radio and the rate of advertisement is usually lower than other medium of communication. Important information or news can be easily spread on radio. For local market radio is one of the powerful medium of communication.

The disadvantages of the radio media, Only an audio medium for communication. During bad weather you cannot listen radio properly. Often unclear and is affected by weather. You need to adjust frequency properly. Less and limited radio channels are available compared to other communication medium.

The Internet is one of the media, that can let a person to communicate with people in virtually any parts of the world through the internet or e-mail, without having to leave his room. E-mail allowed peoples to communicate with minimum of times. It is now possible to send a message to any parts of the world through a simple e-mail address and the message is delivered in matter of seconds.

The advantages of the internet are every companies is using e-mail in business. The convenience of e- and customers mail has allowed businesses to expand and communicates with their vendors located all over the world in records times. Personal communication has also become more easier thanks to e-mail. Chat rooms, video conferencing are some of the latest additions in this technology and these have allowed

peoples to chat in real time. Besides, there are a lot of messengers services in offering. With the help of such services, it has become very easy to establish a kind of global friendship where you can share your thoughts and explore other cultures.

The disadvantages of the internet are internet also allows people within Another problem or disadvantage of the internet is that it has allowed a great deal of anonymity to a large number of people who may access the different websites, forums and chat rooms available. This has allowed perverted individuals to at times take advantage of innocent people and abuse their trust. We can always hear from news that cheaters used internet to make crimes. The cheaters will make friends with single ladies and cheat them by using sweet words. Lonely single ladies are very easy get in trap of these cheaters. These cheaters normally will cheat these ladies to bank-in money to them. Some of the cheaters try to borrow money from these ladies.

Social Media:

The advantages of the social media are free to create, One of the biggest advantages of social media marketing is that it is entirely free to start. None of the largest platforms have signup fees of any sort, so the only investment you'll need to make is in the form of time.

That being said, there are paid advertising options on most social media platforms. These can be a great tool for growing your following and reaching more users, but are by no means mandatory for businesses. Perhaps the most unique advantage of social media is the ability to get help from your followers. People love to share things with their networks, from photos and recipes to interesting articles and hot deals.

Social media users have free rein to post whatever they want. This means that satisfied customers can leave glowing reviews on your pages, but it also means that unhappy ones can leave angry rants about your business. Some of this negative feedback could come from within your own organization. Disgruntled employees have been known to vent on social media about work and their bosses, which makes the entire company look bad. It takes a lot of time and effort to maintain an interactive social media presence. If you have a small team or limited resources, it is sometimes difficult to devote the needed resources to social media. People have to monitor each social network, respond to questions and feedback, and post valuable updates. While some people may view this as a drawback, investing time into social media can help your business create lasting relationships with customers that will keep them coming back for years to come.

All these changes in media and communication that have taken place over the last century are due to a huge technological development. Furthermore, this is a cultural and technological evolution and it is the nature of evolution that it accelerates. Therefore "the pace of change is itself accelerating", according to Ray Kurzweil "the 20th century was like 25 years of change at today's rate of change. In the next 25 years we'll make four times the progress you saw in the 20th century. And we'll make 20,000 years of progress in the 21st century, which is almost a thousand times more technical change than what we saw in the 20th century".

"Technology is a drug, We can't get enough of it."

We feed it to our kids and watch them grow on a forced diet of desensitisation. Switch on the TV and someone will tell you 50,000 people died in India. Two seconds later you're watching a comedy. Technology can do that. It gives us simulated realities that make us oblivious to the real world. Heroin does the same thing. So do most class A drugs. Basically we are all addicts – addicted to the comfort and convenience that technology provides – addicted to the notion that progress is directly related to the size of your computer screen... When I look in front of me, I see two paths – spiritual or material. Two worlds – developed or developing. You decide which is which..."

Our daily lives have improved greatly thanks to new digital media, satellite communication and all the technological advances that surround us. But one thing we must not forget is that all that is there to help us, not to make us become its slaves by making us oblivious to what really matters. Now that we have access to more information we should make good use of it in order to try to solve the problems that we have around the world.

"The history of public relation is... a history of a
Battle for what is reality and how people
will see and understand reality"

-Stuart ewen

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News Media in Global Trends

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: News media is considered as a form of mass media and it was used in world wide. Its main aim was to transmitting news to the large amount of people in this world. The way news can be transmitted to the people by using newspapers, magazines, radio and television .Currently the people were mostly interacted with the global system .Internet which may includes online newspapers, news blogs and so on. News media brings a light to hidden facts. It can know the fact that unusual news will always brings the interest among the people. In news media, the news was appeared apart from the major stories and in nowadays the "Blogosphere" which is used to express the view of individual citizens.

Key Words: media, newspaper, magazine, global system, blogosphere.

Introduction:

The first written media was occurred in German pamphlets at late 1400's. The first circulation of news was occurred in Renaissance Europe. The first English News Paper was published at London in 1621 and the name of the news paper is "The weekly News". The first American newspaper was published by Richard Pierce and Benjamin Harris in Boston but this newspaper was not approved by government and it gets sudden failure among the people. At the beginning of 1900, it was considered as a developing period of news media because there was a new style or ideas used by a journalist to report the government functionaries to the public. So, News media is very close to the public.

Popular News Media:

Some of the popular news Media, which were used earlier and present days were

- print media
- Broadcast news
- Internet

These three Medias were used to delivering message and news to the public without any misunderstandings.

Print Media:

Print media may include newspapers and news magazines. At the beginning the print media was noteworthy of politics and government than the people sufferings. And also it became a failure among the people who were not interested to read. In early age, the news media was mostly reachable to the people who were rebellion. Now the print media was very popular and it was used in all over the world. The content of the news papers and news magazines were about the education, politics, sports, editorial, business, science and technology. Now the media was developed in world wide. But the main disadvantage of the print media was that people who are all illiterate cannot able to read the newspapers or newspaper magazines. Then the media was developed into next stage to transmit the news to the people which was able to easily understand by them.

Top Most Print Media:

- Washington post
- USA Today
- The Newyork times
- Houston chronicle
- The wall street journal
- Newyork post

Broadcast News:

The most advanced media was the broadcast news media which may include radio and television. This two Medias were widely used by the people who were uneducated. Radio was the first broadcast media was popularized by Edward R. Murrow. He was familiar among the people by describing the bombing at London and German dictator Hitler. After the radio, the people were more interested in watching television 50's and 60's. The television was popularized by John F. Kennedy. NBC and CBS were the two broadcast news which was popular at earlier. NBC was started at 1926 and CBS was started at 1927. After the broadcast news people were more interacted with global system.

Top Most Broadcast News Media:

- BBC News
- Fox News
- CNN News
- Sky News
- MSNBC News
- Euro News
- Al Arabia News
- Geo News
- NDTV, India News

These are the leading news channels in broadcast news media, which provides the news with more accuracy to among people.

Internet:

Internet was the advanced level of news media. By using internet the people can get news by the online, news blocks and so on. The internet was not more popular at earlier times, but recently it reached its high growth and development. Internet many give both advantage and disadvantage.

Leading Online News Blogs:

- Buzz Feed
- The Huffington Post
- Mashable
- Techcrunch
- Business Insider
- The Daily Beast

Rate of Internet User:

2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015
10%	16%	N/A	34%	50%	60%	65%	67%	73%	74%	76%

Usage of News Media:

The news media was used in four different ways; it was wide spread to the world through online.

- 20%- paper
- 55%-Television
- 39%-Online
- 33%- Radio

Ethics of News Media:

- First and foremost ethics of news media is to have accuracy and reliable information.
- News must present the fact of people's struggles in everyday life.
- News media not only focus on one organization or one institution. It focuses all the problems around the society.
- News media not to hurt anyone's privacy and it provides the replies generously.
- Media must think one or two times before praise the legend.
- In crime reporting Journalist must enquiry the correct details about the person.
- Media ethics should respect to the rules of law and legality.

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Role of Media in Democracy:

The main aim of media democracy is to provide strength among the people and it spread more democratic information to the people. It should spread the message that every citizen must have the right to taking part in media. It helps to the extension of media's relationship among the public to convey their opinion about the democratic world. The main concept of media democracy is to remove the regulations from television and radio. Edward s. Herman and Noam Chomsky were explain the outline of conceptual model of Media which describes the private anxiety in control of media's thoughts and ideas will made the news and message before it is spread widely to the public through the use of five information filters.

News media trend in 2006:

- In this year the private and local ownership can take an important place in media, which was attracted the readers.
- In this year, there were some more changes were created in cable news and news magazines which was followed till now.
- Before the development of media, there were six experts have to discuss about the newspaper's future and changes to make the newspaper survive.
- At this year there was a revolution between the newspapers and television but people were more interested on television and online news.

News media trend in 2007:

- In this year, there were a large contributions given by the journalist or editors, it make the news to reach the public quickly.
- In radio, the most important one is to present the news fairly to the public and their voice must be clear to the public.
- The news lacks in this year is similar to the news leak in 1986, which gain the public interest more and more.
- In this year, the news media a special to the public to easily understand the news on web.
- The development of TV news in 2006 makes the newspaper in another stage at the online news blogs.

News media trend in 2008:

- In this year, the people were mostly interacted with the online news which was subdivided into four groups.
- In this year, there were some financial problems to the journalist so they were think the journalism was going in the wrong way.
- Here was some problem created to the journalist whose new methods takes them to a risky way.

News media trend in 2009:

- The problems of media were understood by the journalist and they realize the problems were created by the money.
- There was a question rises on this year while the news media can survive on this world.
- It was a challenging period to the news media which led the people to read on online till not avoid the newspaper.

News media trend in 2010:

- In this year, the technology was highly advanced and there were easy to cover the news and the Apple was covered more than Google.
- The press, made a more effort in covering the Gulg oil spill disaster which was spread all over the countries.
- In this year, the live news event was organized by many other great person at the contribution of PEJ.
- The online news consumers were developed their technology and they have share the news by using E-mails.

News media trend in 2011:

- In this year, the American news media was developed more technology and became the third covering the international news.
- Twitter played a major role to delivering news to the public and it was a popular social media.
- Local news were gone back and half of the citizens were interested watch the news by using their mobile phone, tablet, computer. So there were many apps were developed at this year.

News media trend in 2012:

- PEJ provided the info graphics about the mobile news in future by the support of economist group.
- Use of social media, the news media can make an interest among the people about the death .They were highly enquired about the death and it was talkative news at radio and television.
- In this year, the most significant one is the media news were appeared in their palm by using social media.

News media trend in 2013:

- Twitter were very popular media at this year .The people were well educated can mingle with the use of twitter.
- The news appeared on Face book was big experience to the John .S and James L.Knight foundation.
- Alan Murray who was the president of pew research center state that digitalized media can develop the world to the wide area.

News media trend in 2014:

- In this year, the development of news media can bring an positive think about the American journalism from 2014 on words.
- In this year, videos of news in web can be taking part on the world, which was regarded that public is main part of that videos.
- News media can have part not only in the social media but also it takes part in other sites.

News media in 2015:

- In this year, the news coverage about Pope Francis visit to the US which was took a major part on the media.
- News media on mobile became reaches the large part whiles the development of broadcast to print to social media.

News media trends in 2016:

- The new invention on news media brings and played a major role in the modern days.
- Fake news can made the citizen to think wrong deed about the current issues or affairs on the country.
- This year brings a resolution to the problem from previous years and the world was full of digitalized.

News media trend in 2017:

- The Hispanic and African were having great part in American news media and it was largest news to the world.
- In cable TV, the news was providing an end to the political news it was a fact.
- News media in America was said to be a “Watch dog” which was the role played by the news media.
- In network TV news there were more people using the mobile to interact with the world and know about the current affairs.

News media trend in 2018:

- In 2018, the world press trends make an survey from more than 70 countries that may explain 90% of the global industries value.
- In news media, America had a special mode of delivering news by using audio and podcasting.
- Most of the broadcasting media can accept the US public media system.
- Online news were very popular and usable at this year and the people were like the world of digitalized.

Conclusion:

There is no news media there's simply a bunch of people on television and in newspapers who ranking members of the democrat party are said by rush lim baugh. So news media in the external and internal source of every country to know about then fall success and failure. News media is the first source in media. Fake news is cheap to produce genuine journalism in expensive.

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MEDIA: A TOOL FOR CULTURAL AND FOR SOCIAL DEVELOPMENT MASS MEDIA AND ITS TYPES

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Accepted: Feb 22, 2019

ABSTRACT: *Mass media is relatively new idea in human culture .It is primary means of communication. There are different types of mass media. They are print, recording, cinema, radio, television, internet and mobile phone. Information's, entertainment and advertising are the functions of mass media the advantage of mass media it reaches large peoples in a very quick time. These include the study of cognitive information processing, memory, decision-making and politics, political campaigns, public opinion, health communication, human development and media use, media involvement and fans, and portrayals of romantic and sexual relationship in the media.*

Key Words

MASS MEDIA:

Mass media is a relatively new idea in human culture. It means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspaper, magazines, radio, television and the internet. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment and news in popular culture.

CHARACTERISTICS OF MASS MEDIA:

Communication channels through which messages may be sent to the audience with a district to shared future or attribute. Communication is mostly one way to reach a large and vast audience. Televisions and radio programmes or distributed through the radio Broad casting. Magazines are published weekly, monthly or quarterly, with a date on the cover. That is in advance of the data. It is published. It was printed in colour on coated paper, and bound with a soft cover. It is the primary means of communication used to reach the vast majority of the general public.

FUNCTIONS OF MASS MEDIA:

Almost everyone gets is or her information about world national and local affairs from the mass media. This fact gives both print and broadcast journalism important functions that include influencing public opinion, determining the political agenda, providing a link between the government and the people acting as a government watchdog and affecting socialization.

ADVANTAGES OF MASS MEDIA:

Mass media educates people through television and radio programmes. People got the latest news in a very short time. Distance is not a barrier people got news daily through the media. People got to bring out the hidden talents through media and the talents such as comedy, acting and singing. Children's knowledge increases and they can learn through media from Quiz programmes, health programmes, educational programmes, animal programmes and so on. Media lead to diffusion of different cultures. Media exhibit the different practices. It helps to people around the world to understand each other and embrace their difference. It service as a good source of entertainment. People get entertained through music and television programmes.

DISADVANTAGES OF MASS MEDIA:

It leads to individualism people spend too much time on the internet and watching television. some media contents are not suitable for children internet as a form of media opens up possibilities of importers, fraud and hacking is an less appropriate for promoting empowerment and learning practical skills. Health problems like prolonged watching of television can lead to eyesight problems and radio listening using earphones exposes one to possible hearing defects.

CONCLUSION:

Mass media was important in the modern world. It is very useful to learn and updates our self .people to know all things happen around the world in their hand. Media can enhance children's education, learning opportunities, communication and so on. However, it can also teach negative life lessons. And they distract them from exercise, other physical play, and socialization. There is best guide their children's media or anything else to choices by educating themselves about the form of a modern world.

Role of Media in Education

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ABSTRACT: *This paper summarizes the relevant research and provides suggestions for maximizing the positive effects of media and minimizing the negative effects. One focus of this paper is the seemingly unique effect of media on the education environment and society. Although research clearly demonstrates that well-designed, age-appropriate, educational media can be beneficial to children of pre-school age, studies on infants and toddlers suggest that these young children may better understand and learn from real-life experiences than they do from video and also how can be crucial for adolescents before heading to their higher education. With respect to children over two, the authors emphasize the importance of content in mediating the effect of television on cognitive skills and academic achievement.*

Key Words: *Media, Television, Communication, Role of Media, Academic achievement.*

Introduction:

Media means plural form of Medium and means communication, and it means mode of expression. Media passes certain characteristics which compromises both technical and institutional methods of production and distribution. It also involves of the modification of symbolic form as well as separate contexts the production and reception of information.

Media effects on society to much by playing a role and acting as informer of facts to the society. Media play important role in democracy as watch dog helping in the establishment of democracy and existing values in the democracy and it entertain the public by way of music, drama, films, dance, etc. Not only Media a useful society of media and ultimately it result in economical growth of nation.

The Power of Media:

Mass Media are believed to cause violence, sexual promiscuity and contribute to discrimination against women. Media advertising is used to sell products and services. News in leading media has been shown to significantly affect. Lead to corporate and collapse cause falls in sales of products. Further information on the effects of mass media is provided in Macnamara (2003), Mass Media Effects: A Review of 50 Years of Media Effects Research.

Sociologists have been interested in mass media content since the early 20th century, starting with Max Weber who saw media content as a means of monitoring the 'cultural temperature' of society (Hansen, Cottle, Negrine & Newbold, 1998).

Types of Media:

We can start our discussion of media by defining and describing different kinds of media that children are using today. Modern media comes in many different formats, including print media (books, magazines, and newspapers), television, movies, video games, music, cell phones, various kinds of software, and the internet. Each type of media involves both content, and also a device or object through which that content is delivered.

1. The Print Media
2. The Broadcast Media
3. The New Media

The Print Media:

The Print Media includes Newspapers and Magazines. Within this medium, a large variety of writing styles exist, which are dependent on subject. The kinds of writing which are prevalent in the Print Media include basic reportage hard news. Feature writing interviews, book/film reviews, travel writing, editorials, and personal columns.

Variety of writing, within the Print Media, present different challenges to the writer. Perhaps the greatest challenge is to keep it concise, because you have only a limited amount of column space available. It

comes to something like a review, or an editorial, or a personal column. The Print Media offers the greatest scope for creative writers, in terms of the various kinds of writing that are required.

The Broadcast Media :

The Broadcast Media, like Television and Radio, present a different set of challenges for the writer. Almost the same variety of writing styles is present in the Broadcasting Media as in the Print Media. Interviews, reviews, reportage, all of these are present in television as well as in radio broadcasting. For example, in television, an interview would be an audio visual recording, rather than a printed page.

Radio is concerned, the verbal element is very important. The kind of programming available will dictate style. An entertainment based show, on music. Radio also has educational programmes, interviews, as well as those programmes which involve a greater amount of creativity like radio plays. Advertising will also be primarily verbal, and succinct, conveying the message in as short a time as possible.

Most of what applies to Radio holds true for television too. In fact the actual verbal content of a Television news report might be significantly less than it is for Radio. This is because the report is almost always accompanied by visuals. Television also offers other opportunities for creative writing; serials and documentaries are also prominent on television. In this medium, there are a lot of opportunities for the creative writer. The major challenge is to be able to write as concisely as possible, especially when reporting news.

The New Media :

The New Media is the newest medium of all-the Internet or the worldwide web. This medium does not have any fixed form of writing, including fiction, poetry, drama, creative non-fiction, news, interviews, and advertising. It can exist not only in written form but also in audio or the audio visual format. Writing for the web requires the same skills as writing for the Print Media.

Various media offer different opportunities and present differing challenges for the creative writer. The format and technology that are used by the different types of media demand a lot of flexibility on the part of the creative writer.

Introduction of Media on Education:

In 1982, the personal computer revolution was signaled by Time Magazine's naming "the computer" as its "man of the year", shortly after IBM introduced its first mass marketed personal computer. Two years later Apple introduced the popular Macintosh model, which won many educational adherents. These events made a change in our society by introducing us to the new age or world called "technology". Many people have also found more opportunities for education through developments in online education as a result. The universities are offering a wide range of courses for undergraduates and graduate students, and studying the channels of the internet has made higher education much more flexible. In online education could be and the usage of media on school can also have their different effects on children. How many success of stories that have shown how it can be to learn through the usage of media or technology devices in the classrooms.

The internet primarily means the World Wide Web, for children it means email, chat, games and here they are already content producers. Too often neglected, except as a source of risk, these communication and entertainment focused activities, by contrast with the information focused uses at the centre of public and policy agendas, are driving emerging media literacy in 2003. Media is now a crucial tool of network today's younger generation but in the other hand media, can also be hazardous to our generation due to the bad habits that can generate media and technology in our children.

How Media Is Applied On Education?

The increased use of digital media in the class-room could be attributed to its greater availability and easier access on the web. Internet search engines could be making it easier for teachers to make good use of valuable digital content for their lessons. The eighth annual PBS teacher survey on media and technology use reflects a deepening commitment to media and digital technology that connect teachers and their students to educational resources. Teacher's value digital media as instructional resources that help them engage student interest, promote creativity and differentiate instruction.

What Is Media Education?

Media education is the process through which individuals become media literate-able to critically understand the nature, techniques and impacts of media messages and productions. Media education

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acknowledges and builds on the positive, creative and pleasurable popular in culture. It incorporates production of media texts and critical thinking-decoding, analyzing, synthesizing and evaluating media-to help us navigate through an increasingly complex media landscape. That landscape includes not only traditional and digital media, but also popular culture texts such as toys, fashion, shopping malls and theme parks.

The Types of Educational Media:

There will be 6(SIX) classification of media, namely:

1. Motion audio-visual media, like: silent film, a movie on TV and animation.
2. Silent audio-visual media, like: slide.
3. Moving visual media, like: a silent movie.
4. Silent visual media, like: mute slide, print pages, photos.
5. Audio media, like radio, telephone, audio tape.
6. Print media, like books, modules.

Anderson (1976) classifies media into 5 categories as follows:

<u>Media Categories</u>	<u>Examples In Learning</u>
1. Audio	Audio tapes, radio, CD, telephone
2. Print	Textbooks, modules, brochures, leaflets, pictures
3. Audio visual projection silent	Film frames (slides) voiced
4 .Visual Motion	Silent film
5. Audio visual motion,	Silent motion film, video / VCD, TV

Of the grouping higher than, it may be concluded that the media consists of:

1. Visual media: the media will simply be seen, an example would be: photos, pictures, posters, cartoons, graphs etc...
2. Audio media: media which will simply be heard alone, an example would be: audio tapes, mp3, radio.
3. Audio visual media: media which will be heard in addition as seen, an example would be: silent films, videos, TV, sound slides.
4. Multimedia: the media will present a whole media parts, an example would be: animation, multimedia is usually synonymous with computers, internet and computer-based learning.

The Role of Media in Student's Life:

Social media plays an important role in every student's life. It is easier and convenient to access information, provide information and communicate via social media. Teachers and Students are connected to each other and can make good use of these platforms for the working of their education.

Conclusion:

Today's youth have constant access to many different forms of media through television, cell phones, movies, music, video games, and the Internet. Media can enhance children's education, learning opportunities, curiosity, creativity, and communication. It can also teach negative life lessons; consume too much of children's time; and distract them from exercise, other physical play .It can best guide their children's media choices by educating themselves about the forms modern media. Media youth consume, by reviewing media before releasing it to youth, by careful use of media blocking technology.

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Role of Media in Education: Functions, Types And Impact of Media in Education

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: Education is the process of learning and knowing it is the continuous process that continues throughout the life, every aspect of life educates us something, media plays a major role in educating us media is nothing but a carrier or mode. Media is specifically for information that is known to a large number of audiences. Media has the power of educating people in an easy way. Media comes in a different ways and forms which interpret information that teaches the people in any way. Media has now been globalized that each and everything came closer to people. Amidst the information revolution has become such a massive part of our daily lives.

Key Words: Education, Media, Globalized

ROLE OF MEDIA IN EDUCATION

Television programs, radio Programs, internet websites ,newspapers ,magazines ,music tapes, movies is essentially a tool to pass the information and make the people to learn something out in an easy way, passing such an information to a large number of people is called mass media. Mass media is such a potential force in the social environment of education which John Dewey stated that education could not be limited within teacher and taught without social environment Media proves that education is now a comprehensive one which is not confined within the four walls of the classroom. Despite of all the differences in the society that divides people by caste, race , religion, color and economic status . Media proves to be common for all kinds of people

Functions of mass media in education:

Providing information is one of the major functions of media to a large number of people very quickly. A wide range of people were able to acquire knowledge and information. Media also provides vocational and professional information to a larger community people and also a major role in spreading awareness. Mass media plays the role in development of rural education Door darshan is telecasting the latest information on agricultural education and rural development through electronic media, covering majority of rural population. The findings of various studies stated that impact of TV was more on farmers and illiterates. The farmers watched the agricultural programmes and adopted the recommended practices. A majority of the farmers viewed TV programmers for the sake of education. Therefore, mass media are the main means of educating the society. These are the cheapest and quickest means of the education for the people. The teacher must use the educational media and methods effectively in the classroom. we are living in the fast developing society which every day offers its inhabitants a great number of new possibilities. Predominantly, these unique opportunities concern the advancement of social media that have noticeably permitted the modern education world. In fact, it is not a secret that the majority of teachers and professors highly appreciate the power of these technologies which makes their work easier Using newspapers, brochures, job application forms and news broadcasts which provides authentic opportunities for students to learn using media. This method simulates real-life experiences in which students must read, evaluate and interpret information based on items that they need in their daily lives. Media Strengthens Critical-Thinking Skills. Teachers can use media to stimulate critical-thinking skills. Students can write about a song, interpret a movie or interpret a news broadcast. Teachers can use the media to ask probing questions and facilitate discussions that extend beyond basic comprehension questions. Teachers can also create projects in which students develop their skills. Using media in the classroom teachers teaches students how to use and care for resources to their education. Students not only learn how to use the Internet, a dictionary or a newspaper for information, according to the. Students can also learn how to determine the value of media and learn methods to contribute to society.

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TYPES OF EDUCATIONAL MEDIA:

Print media, non-print media and electronic media: Print media includes newspapers, Magazines, textbooks, notebooks, books and journals. Non print media includes projected and Non projected media, electronic media includes audio, video and audio-visual media. Projected media includes light source for projection. Non projected media does not need any light The three and two dimensional Objects, prints ,slides were the examples of non - projected media The audio media includes the only the sounds , the video media are the ones that can be seen, Audio-video provides students with both audio and video at the same time.

IMPACTS OF MEDIA IN EDUCATION:

Media is a boon to humanity, the media gives the way to connect people with each other and Exchanging information through news updated or through social networking. People used to Educate themselves by updating information from television , newspaper, magazines. Media has The power to bring the world to classrooms. Television program will allow people to visit the zooLibraries and places related to education. Educational videos can certainly be a powerful teaching Weapon. Internet has provided a significant potential for providing children and youths to access The educational information. Despite of race, age, gender, geographical location, language or any Disability internet gives an equal chance to everyone in the field of education. The advancement Mobile phones has changed the learning methods of the students.Students suffer from depression Anxiety ,cyber bullying, unrealistic expectations, negative body image , unhealthy sleep patterns .Today education plays a vital role, it has met the demands of dynamic world. he role of media Being an agency of education cannot be under estimated. Education of Tomorrow will be able to play its role more effectively by making an individual creative and Knowledgeable. The present day situation is that success cannot be achieved only by substituting the mechanism of human mind but developing the human mind through developing technologies. There are number of media like radio , television, newspapers, magazines, etc...the media of communication is the medium by which the piece of information is passed through the printed paper or through the telephone or radio or television and have a entirely different effect on us .hence mass media is the thing that goes around the world and had became the important thing in our daily life so role of mass media in education is gaining importance in daily life. Media also provides information in a very short time people now a days use gadgets to know information . It can be said that world has came within the hands. It brings entire world within an individual ,that he can see television and visualize things and acquire knowledge. Educational channels in television can make inaccessible learning experience which is impossible for an individual. Not only it is educative but also entertaining, though there were demerits in media as coin has two sides it has both merits and demerits also. The way in which an individual uses decided its quality.

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Casement of Globe and its destructive. (New media)

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The Trending social media were referred as "New Media". It began and flourished in the year, 2000's. In spite of getting 4G speed update new media as Facebook, YouTube, WhatsApp, Tik Tok (Musically), IMO, Instagram and so on. NathanMcDonaldco- founder and group of CEO gave report previous year, that's yearly one million people adopt this trend and every second eleven people starts using it. New media users want to grab the attention across the globe. It was a Casement of opportunity. If we goes beyond the limits, destructive their future.*

Key Words: *Casement – window, Destructive - suicidal knot.*

Introduction:

New media is the biggest trend in the globe to explore their talents. It introduced in 2000's, how the years were crossing gradually the social media also updated into new versions automatically. "photo bucket and flicker" was the first to share their photos in online. In 2005, YouTube came into this media, in the following year Facebook, Twitter were flourish till 2017. After that, Instagram is trend yet.

Casement of Globe :

Today we have tremendous kinds of social media. Most of the people in this world population had an account in new media. Youngster considered the new media as a *tool for their future*. They had a variety of newspaper and its features. In the other hand, people played games using internet application. There has so many application for enrich our *education*. Especially in Literature, each and every discussed their *job offer, Medicine, food, shopping* insomanyapplicationlike *slab for pronunciation, translation apps and Grammar apps, etc.* They were *Facebook, WhatsApp, Twitter, IMO, Instagram, Share chat, Hello, Tik Tok (Musically), Hike, Messenger and so on.* But they favor only social media, *small business* were increased to the influence of *marketing* in social media.

In 2017, Youngsters joined to protest against government for their traditions through the sharing of social *concern*. It is very affordable to stored news and information in low cost. *Facebook* is one of the popular medium, it connects people from world wide nearly more than *one million people* make live videos to be a celebrity through their talents. It reflects in the film industry.

WhatsApp Messenger is a *private* one for sharing personal messages. They upload *status*, explicit their mentality for their well wishers. Celebrity reveals their *opinions* in *Twitter*. *Tik Tok* has no limits, its common for all. Their face became popular in just *15 seconds*. They post and messages passing through net. Its easy to exchange the ideas across the world. It gave opportunities for the users. Online marketing reached world wide users, instead of getting followers helped to attained the goals. Whatever they want get easily in their door step. It connects the distance relationship into nearer. Now, the inventors bought apps for pharmacy, paytm and online billing apps save their time for utilizing other works. It make a common people into Celebrity and the Celebrity became more popular than before. Its a ladder for their brighter future using opportunities.

Deconstruction:

Upload their photos in public post on Facebook, Instagram to explicit their weakness instead of getting happiness. In that way, they hacked their life too. The hackers morphed those public photos to make them frustrated to take a dangerous decisions. Users want to grasp the attention from the people. They paid money transection through online, makes them lazy, leads to *fat and unhealthy*. Day-to-day social media users were expanded and enlarged in their visions. So they continuously 4 to six hours regular usage causes lack of *memory power, eye sight, eye itchiness, serve head ache, heart attack, etc.* It happened both *physically* as well as psychologically depressed for routinely using mobile phone. Day by day, social media addiction and hackers were increased. For the addiction of social

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media users influence Others to get as same. Some body sacrifice their life for grasping others attention . Uploading porn videos misused others life and push them into the suicidal point. Digital media hesitate their fortune. Whatever the merit happens but demerits plays a vital role in their life.

Conclusion :

People blindly accept the media and their advertised false happenings . so be aware while using Internet. If they use in limits, they never met any sort of problem. Whenever they will go beyond their limits, they were rushed out to the edge of the life. Now the trending, *Tik Tok* will be banned soon by the Indian government. Because the users were mostly addicted now even the Celebrities also.

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Today's Web – Based Communication. Online Relationship.

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Web-based communication played a daily part of our lives. It explained as the sharing of news (Information) and ideas in excess of a network of computers recognise as an internet. For example, E-mail. It refers to how people got or sent information (news) over the internet through computer networks. It becoming a important media for businesses. It allowed us to talk and communicated with other people through the internet around the world. It is neither a boon nor a bane. This boon and bane are never going to be end.*

Key Words: *Email, Web-based, communication, computer network*

Introduction:

In this world, an internet is the primary medium for communication in business. Internet communications saved money in various ways. An internet offers a number of ways to communicate . There are various groups of internet communication tools such as **e-mail, VoIP, forum, chat, social networking, etc.**

- **E - mail :**

E-mail is one of the digital path of sending letters. The message was sent by a sender in one location and got by the receiver in various location. We need an e - mail account to sent or receive the online based text messages. We can able to attached the various files like image and document. It reached immediately. Sender must have the correct e-mail from the receiver. Still it is an important tool in every business. It enables us to sent an electronic mail anywhere in the world. Commonly, it took a few seconds to reached at its destination. We can able sent the same message to many of them at the same time.

- **Video conference :**

Video conference is the second way to communicate. It is used to grasp video conference and make our communication useful with customers, co-workers, students and partners in different places across the world. This solution was created for business and companies. When someone was in another country, we can communicate with them with the practice of camera and internet. For example, Skype. It provides a visual communication. Whatever appeared in front of the video camera, which was appeared in a window screen of an other participant. Now, it has become a familiar form. It allowed us for multi - point meetings based on various time divisions.

- **Social Networks :**

Through social network was another way to communicate. It allowed us to connect with our friends and got new friends across the world. It also permitted the members to share their friends and followers . The most popular networks are **Facebook, My space, Twitter, Instagram etc.**

- **Audio conference :**

Audio conference was used to communicate with our family, friends, business partners and students. Basically, it was a link between two computers with speakers and microphones. For example Skype. The microphone picked the audio message from sender and pass it through a computer to an another user without delay. Skype could also used for video conference, webcam calls, instant messaging and sending SMS messages

- **Voice over Internet Protocol (VoIP) :**

Voice over Internet Protocol commonly called as VoIP. It was a combination of software and hardware to use an internet to transfer telephone calls. It was less expensive than traditional voice communication.

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- **Chat Room :**

Chat room was an another way of communicating in online. This was typically communicated to a particular topic, where members can communicate and share their comment with others. A message types by one person that was approached by all members in the chat room . A person can see a list who were in online.

- **Forums :**

A forum was a type of website. It allowed the members to post questions and for discussion. Each question or discussion was referred to be a thread . It was commonly updated by an admin or moderator.

- **Instant Messaging :**

Instant messaging was one of the fastest growing forms. It was a text based conference between two or more people. Typically, this system alerted us whenever someone was in online. It was used by millions of internet users. In the business world, it was growing in popularity. This software users usually want to create a nickname and an account.

- **Advantages :**

- ❖ Speed and time
- ❖ Job creation
- ❖ World wide relationship
- ❖ Save money
- ❖ Become better education part
- ❖ More business chance
- ❖ Leavingout the cultural gap
- ❖ Documented

- **Disadvantage :**

- ❖ Unemployment
- ❖ Privacy
- ❖ Cultures overruling

Conclusion :

These technologies were also used for staying connected with our dear ones. These are very helpful for business. If we have a computer and an internet connection now it is possible to acquire a degree from any institution all over the world. It has also created numerous problems. It was endless. It depends on the way we choose it.

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Role of Media in our daily life

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The present paper focuses on Role of Media in Education. Media is Education is very important and essential for this generation. Generations are improving by media now a days. They are maintaining and developing their skills through Media. Younger children are mostly provided by the Media to take their Education. Media may refers to Communication, Communication tools used to store and deliver information or data. Through Media, education can be boosted up to the scholar and younger students. Media is very useful to students by helping for their study purpose and providing information about Education. Media is to enrich the knowledge among the students. Students are connect with learning groups and other educational systems that make education convenient.*

Key Words: *Boosted, Scholar, Enrich, Essential.*

Media is the most important part playing a vital role in the human life. Start from dusk media is helping us to know about everything till dawn. By knowing the articles and information about our society from the media. If there is any issue in society we can get through media. Role of Media in Education field is very useful and so on. Media is of different types, there are many types of Media which is very supportive and useful to the students to provide a material their studies. Now a days materials are available in online. Online such as reading or correcting information through Google, Yahoo, chrome, youtube, pdf reader and so on. By that they can gain or enrich their knowledge to the high pitch of the mountain. Through online there is a source to their Educations. And pupil who are all struggling in poverty to buy books to study, there can find a solution through online. Many scholars are doing their course by online. By that they can improve themselves and get credit for that course. For that, media is very helpful for us. Everything is available in media right from education till life. There are free to learn through network by downloading the books or source and converted it as pdf and start to learn and use to collect the material.

Usage of Media

In all ways media is the only one to search everything what we want in that particular time. No matter where we are but information reach us when we are in need of the thing. We are not suppose to take dictionary to every where. But easily we can carry a net facility mobile, tab or laptop. If we have to find any vocabulary suddenly, we can be cleared and keen about that particular topic by browsing the internet. Education through online was developing everywhere. Many people are struggling to learn or get their Education in or an a university. For that peoples education is providing through online, it is the most helpful part in their life. So that, they can develop their skills and education. So that, they can fix or settle their carrier in life.

Generation to generation

Media is also developing to the upcoming generations. Media is one of the best platform to stick or gain education to develop our skills. All information are available in media. There are many ways to study by social media because every information are there in media. By browsing we can get small information to big information. Media contains dictionary, thesaurus, encyclopedia and so on, by that we can get what we are searching for?. Education is improving a lot in society by media. Students are developing their skills through media. The world is very competitive in this generation. So, we should work hard to achieve our goal and to set our career. For that media is helping us to improve and achieve in above goal. Media plays a very important role in the field of education.

Broad scale on media

Media which works on a broad scale, both the social and mass media play a different roles in Education. Because the power of media is so extensive and huge. Media can be used to educate people at very little cost. Through online teaching thousands of person can be taught at the same time. It also allow students and teachers to connect and share ideas, as being an extension of class discussion by extending the

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possibility of sharing beyond the class room walls. Students are using social media to their Education. The mass media, television programs, internet websites, newspapers, music, tapes, CDs magazines, Radio programs specially a tool / technology which is used by someone to transmit the message to a large external audience. So, it is becoming clear that mass media is a farev greater source of information about the world rather than textbooks or academics. Children love to learn new things practical through media rather than theoretically so, when they see many historical serials on TV, they learn a lot from them and they can understand the topic which is given for them, rather than when they read from books. Thus we can say media plays a important role to create awareness, knowledge and make people educated in this society.

Updates of media

Media is most welcome to our society. Day to day media is updating many new assessments. People feel very useful through media. There are many social media applications. From that we gaining some sort of knowledge. Social media is not just limited to posting pictures about of holidays online. It has gained credibility over the years as a source of information and a platform for organizations to interact with audience. Educational institutions are also increasingly adapting it into their system. Incorporating social media in education provides students with the ability to get more useful information, to connect with learning groups and other educational systems that make education convenient. Social media helps you to recognize the experts in a particular subject or field. We learn more and gain useful content from them once we start following them, which empower we to produce great results. Social media gives illuminating, instant that is new thus broadening your perspective on various subjects. Presence of social media is growing vigorously. But still social media considered to be deteriorating agent in academics by some people. Instead of fighting a losing battle, as social media is here to say, the problem of web usage can be turned into an opportunity for the good. Social media plays an important role in every student's life. It is easier and convenient to access information , provide information and communicative via social media. Teachers and students are connected to each other and can make good use of these platforms for the working of the education.

Usage of media for education

Students are using many social media likes Google and chrome to search about the topics in their lessons and many of them using social medias to gain or improve their knowledge by knowing general and common issues in medical field, visual communication field, engineering field and so on though they are not in that field. Media get invited by youngster now a days. Media helps to move us with our higher education and keen about the topic which we are searching for. Through social media there are many ways to cope up with their knowledge. Many students and scholars are making presentations, conference and power point presentation. There are valuable knowledge to be gained through social media such as analytics and insights on various topics or issues for study purpose. In many ways institution is crucial to be active in many social platforms possibly, this helps create better student training strategies and shapes student culture. Social network tool afford students and institutions with multiply opportunities to improve learning methods. Students as well as educational institutions are stick towards media and using 80% of media and 20% of material. Students can have discuss with teachers and friends at anytime and everywhere easily. Connectivity is a feature of social media that is much needed in learning. Information composed and seen by other users and this serves as a source of spreading information speedily to numerous types of audience regardless of time and place. Students especially those in higher education, find more pleasure in using social media not just as a source of information but also as bridge for interaction . Teacher's role in education is not just to define or dictate ideas, generate or assign contents, but also to help every learner to construct learning paths to help them learn how to learn.

Research on mass and social media

Through modern electronic and techniques and technologies, mass media prove that education is, really comprehensive not confined within four walls of the classrooms. Really mass media are the educational medium for the mass and mass education. Irrespective of caste, colour, geographical, sociological, economical diversities mass media prove as an important means for the education to all. Mankind gets a great deal of information from the widespread mass media example, newspaper, TV, magazines, journals, films etc. It is estimate that mass media may substitute the real class room teaching in future. The students should be taught the strength and weakness of such educational tools and have the chance to use them at any time they feel like doing so. With social media, the students can also perform

group discussion in the form of chats. Such tools are extremely relevant to the development of education. With social media development , it has been possible for teachers to have online classes that are broadcasted via social network such as Skype. Teachers may also consider recording their lectures in forms of videos and upload them in social media sites such as Facebook or You tube for live streaming. This innovative idea makes the work of the teacher exceptionally easy, especially because he/she does not have to show up for revision. In case they can replay the videos for long as they wish. Social media is extremely fundamental in the field of education. The role of social media in education cannot be ignored. This is because social media today plays a key role in developing the quality of education and increasing the Enrolment across the world.

Social media used by students

Social media also helps students to collaborate and contribute towards searching for solution to global issues. It profoundly influences the education quality of every nation whose students actively participate in social media interaction. These students develop the ability to think globally, and this is exceptionally beneficial to their individual career profiles. In fact, some extraordinary creative students are sometimes lucky to sell their ideas and projects to potential private companies that need dynamic modes of operation all the time. A superb example may be the existence of technical students whose creative on issues such as mobile phone application are bought by mobile phone industries. For example, nokia has previously bought ideas and innovations from university students. The roles of social media plays in education or not debatable. It is evident that education depends on social media. In this sense, social media in education needs to be regulated within its parameters to avoid the irresponsible use of this vital resource. Social media is functionally necessary in the field of education considering that it enhances the interactions of teachers in so many and different ways. Websites act as areas of interactions where learners from different parts of the world exchange scholarly ideas and find answers to educational related questions. Despite these benefits , social media applicability in education has suffered a lot of criticism. The critics present the other side of social media, and it is necessary to consider both sides of the matter in order to get a solid evidence. Social media act as an educational tool in the sense that educators can use this tool to enrich themselves. "Driving tools helps to tight the bold. But, there is only one tool That enrich the knowledge among Scholars.....is Media tool".

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Multi-cultural Identity in Jhumpa Lahiri's *The Namesake*

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The title of the novel tells the story about expatriates and migrations. Jhumpa Lahiri's novels are dealt with the problem of immigrant people. They go abroad in seeking jobs and their earnings. Their aim is to achieve various expectations in foreign land. The word expatriates means a person to goes to another country from own country, this is known as a diaspora or expatriates. During their move they are readily to accept the issues in an alien. Their problems are ready to occur like food items, putting dress, speaking language, personal identity and also citizenship of the country. In this way the novelist wants to express the problem of the coming of foreigners. The novel insists various cautions to their readers or to the people.*

Key Words: *Multi-culture, amalgamation, reinforce,*

The Namesake is a story in which characters have to reinvent themselves constantly in order to come to terms with a new country and its cultural concepts. When Lahiri began writing it, she wanted to focus on the experiences of a Bengali-American kid. The unsettling ambivalence which she herself has felt as an American-Indian, the feeling of somehow being "illegitimate in both cultures" has seeped into her novel also. The novel increasingly evolves issues related with diasporic amalgamation in a country where multiculturalism denotes ethnicity as well as race. *The Namesake* constantly struggle with their hyphenated identity to seek out or to stick to their cultural definition (Gaur 85). The protagonist of the novel 'Gogol' lives in a deceptive world. For him the sense of security is only a delicate veneer. The emotional and cultural dimension of his exile reinforces each other. The readers are reminded of her debut story collection by recapturing the motifs of some stories and by its rhapsodic linguistic perfection.

The novel begins with the description of Ashima Ganguli a newlywed Bengali girl. The Gangulis is an assimilated Indian Bengali family from Calcutta into America over thirty years (from 1968 to 2000). Lahiri is careful to stamp a precise on some of the events of her novel. Ashoke Ganguli, husband of Ashima leaves India and comes to America for higher studies to do research in the field of "fibre optics" with a prospect of settling down 'with security and respect'.

Ashok returns to India, marries at the age of nineteen, who has no idea or dream of going to a place called Boston far away from her parents. But she agrees for marriage since 'he would be there' after marriage Ashima leaves her hometown with a heavy heart and lots of instructions from her family members who come to visit her at Dum Dum.

Ashima often feels upset and homesick. She feels spatially and emotionally dislocated from the comfortable 'home' of her father full of so many loving ones and yearns to go back. Home is 'a mythic place of desire' in an immigrant's imagination, says Avtar Brah. Ashima spends time in rereading Bengali short stories, poems and articles from the Bengali magazines which has brought with her. She "keeps her car trained between the hours of twelve and two, for the sound of the postman's far steps on the porch, followed by the soft click of the mail slot in the door" (p.36). Ashima is expecting her first child in 1968. The most terrifying experiences for her is "motherhood in a foreign land", unobserved by the living once from her family. "Without a single grandparent or parent or uncle or aunt at her side" and "to raise a child in a country where she is related to no one, where she knows so little, where life seems so tentative and spare" (p.6), whereas Ashok accepts "all that was inevitable about the world" (p.14).

After the birth of her son Gogol, Ashima wishes to go back to Calcutta and raise her child in the companies of her loved ones. But she decides to stay back for Ashok's sake to bring up 'the Bengali way'. Through Ashima, Lahiri brings out the concept of nationhood which links the lives and beliefs of its people, and issues of culture. Cultural issues in the novel construct the major thematic interpretation. Ashima after giving birth to second child, Sonia, she overcomes her confusion and apprehensions of child rearing. Though unable to accept America as her own country, Ashima gradually adapts to it.

The Gangulis have migrated from university apartments to a university town outside Boston when Ashok is "hired as an Assistant professor of Electrical Engineering at the university" (p.48). The shift to this

suburban area with no “street lights, no public transportation, no stores for miles” makes Ashima feel “more drastic, more distressing that the move from Calcutta to Cambridge had been” (p.49). Feeling lonely and displaced in a foreign land, Ashima, though not pregnant now, begins to realize:

“Is a short sort of life-long pregnancy – a perpetual wait, a constant burden, a continuous feeling out of sorts. It is an ongoing responsibility, a parenthesis in what had once been ordinary life, only to discover that previous life has vanished, replaced by something more complicated and demanding” (p.49-50).

Like immigrants of other communities Ashima and Ashok to make their circle of Bengali acquaintances, get known through one another. They know Maya and Dilip Nandi, “meet Mitras, through the Mitras the Banerjees” and then young Bengali bachelors in the market who return from Calcutta with ‘wives’. They become “friends” only “for the reason” that “They all come from Calcutta” (p.38). These Bengali families gather together on different occasions like the rice and name ceremonies of their children, their birthdays, marriages, deaths, and Bengali festivals like narrative and Pujas. They celebrate Bengali festivals, thus trying to preserve their culture in a new land.

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Portrayal of Home and Family in Amit Chaudhuri's *Freedom Song*

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: This paper tries to examine the ways in which the new middle-class commits with and contests the implanted values of family and home in terms of public culture, employment, and lifestyle with reference to his novel, *Freedom Song*. Family evolves here as an essential quality, and the portrayal of expanded families becomes a cultural locus of personal bonding, interplays, and emotional balance. Amit Chaudhuri expounds the both lifestyle and profession are essential to maintain the middle-class status. Young men may involve in the cult of for a while, but they finally have to embrace the cultural standards of their class. The family is an important cultural location that gives and imparts a sense of joint class, politics and nationalist discourses. The paper also probes the means in which culture is represented through the family story: two branches of an extended family.

Key Words: Values, Family, Lifestyle, Culture, Middle-Class

Chaudhuri's fiction deals with the themes of change and transition in connection to the family, the middle-classes, and economic evolutions affecting lifestyle and employment, which are the trademarks of the Indian culture and society. It is possible through a cross-examination of the worldliness of his novel, *Freedom Song* (1998) and through relationship to the novels in terms of themes and style to explore how the family and the home are significant in representing middle-class ethics.

As a whole, during times of uncertainty and change, the form and the textual reaction of the novel depicts the equivocation of the "old" middle-class who seem to perceive themselves as decorous and serious, and yet are critical of the "new" middle-class who are perceived as newly rich. *Freedom Song* portrays the "old" middle-class lifestyle in a nostalgic time warp. It portrays the invasion of "gangster culture" into the story signifying that capitalism is a flawed ideology and way of living.

One is almost convinced about the author's competence to document and portray the trivia of day-to-day life such as the distribution of newspapers which is artistically depicted in *Freedom Songs*. There are more than a couple of occasions which illustrate the familiar, ordinary, daily routine things like drying wet clothes. Such works become an artful experience for the author, whose excitement for wet-clothes is evident in *Freedom Song*.

Chaudhuri lauds the tradition of Bengali culture and Kolkata in *Freedom Song*, and thereby establishes himself in the lineage of postmodernists who attempt to preserve the tradition honestly in their writing. In "Rev. of *Freedom Song*," Bruce King asserts:

Amit Chaudhuri's third novel, *Freedom Song* is a finely wrought, sympathetic, at times ironic portrait of two carefully written novel in which little happens slowly, a bit like watching a tree grows, a delicate and even deliquescent realism, the opposite of the magic realism which, in the wake of Rushdie's success, for a time dominated Indian writing. A better comparison might be with Vikram Seth's novel, *A Suitable Boy* for both works use a family's quest to find a spouse for an arranged marriage as a way to examine a society and its history. In both, the domestic becomes representative of the culture, and both concern the culture of northern India, especially Calcutta, although in the case of Chaudhuri it is specifically the Bengali middle class... (391)

Afternoon Raag novel recounts social change through the representation of the lived experience of home. Home and family are interrelated cultural entities which build both the basis and backbone of a specific cultural community. Here Chaudhuri's obsession with middle-class Bengali endures. A strong sense of worldliness and an acute consciousness of real world update the narrative of change that occurs within the urban middle-class family. The consideration on the home and the family remains the marking feature of this novel. The family gets meaning and significance in that it serves as a platform for providing a sense of mutual class, politics, and nationalist discourses.

Without overestimating the significance of family as a key locus of culture, it can be securely perceived that family rears some primary issues with regard to cultural, economic, and social changes taking

place in the society. The new discernible demon of the globalization has changed both the texture and spirit of family as a cultural symbol. The novel, *Freedom Song*, places in context the multiple ways in which the urban middle-class reacts to the changes in a quickly changing and exceedingly expanding society.

Chaudhuri has attempted to portray the decline of the traditional family professions. There is a marked changeover in living places, insofar as the houses owned by the expanded families are progressively becoming a memory, giving way to small-scale apartments either in a municipal block or in multi-storey apartments. For example, the loss of home and the failure of the family business in *Freedom Song* act as a metaphor for the decline of “old” middle-class ethics in modern India.

Chaudhuri’s unquestioned concern for Bengali culture can be apparently felt throughout the novel as he describes how the merciless forces of changeover and transition redefine life and convert its contents at personal, social, economic, and political levels.

The centrality of family motif renders *Freedom Song* into a family saga. It maps out the three generations of a joint family. Set in Kolkata in the 1990s, the novel narrates the lives of Bhola and his sister Khuku and their respective families. The cultural facet comes to light through the banalities of day-to-day life -- sleeping, eating, and going to work. Bhola’s family lives in a house in Ishwar Chandra Vidyasgar Road with his wife and three children. Khuku lives with her husband, Shib, within reach. Her friend Mini is staying with them to recover from ill-health.

The novel is completely updated by a strong sense of continuity and stability of family life that anchors home against the external indictments -- both national and local. These changes include communal pressure between Muslims and Hindus, economic liberalization and globalization, dispersal, and dislocation of family members living worldwide. Also, *Freedom Song* portrays a more subtle change in the changing middle-class ethics showing gradual change and transition in the size and volume of the houses. The home itself is changed beyond recognition in terms of pattern, structure, and the movement of its members.

Freedom Song highlights the memories and lives of two middle-class families connected to each other. The first family belongs to Khuku and her husband both of whom are in their sixties. The second family consists of Khuku’s younger brother, Bhola and his wife Abha, and the family’s marriage plans for their homey son Bhaskar. It is about the lives of educated middle-class families. The essential elements of the novel remain the individual, and the orbits of each member’s life, the circumstances and the memories, connected to this are their desires -- both unfulfilled and fulfilled -- and the web of their social life, its complexities, and compulsions. The significant characters that are presented in the novel and deserve special referral are: Khuku and Shib, Bhola and his wife Abha, Mini and Shantidi, Bhaskar and his nephew Mohit, son of Pati, and a few other relatives, neighbours, and friends. This proves that *Freedom Song* is a family saga.

As Chaudhuri extols in characterising people and places, *Freedom Song* elucidates this aspect of his writing. The title itself shows that it is more a jubilee of Bengali culture and of Kolkata instead of a glorification of freedom and its song. The title *Freedom Song* is as tough to interpret as the title of his first novel, *A Strange and Sublime Address*. At the outset we are driven to think that it should be a song which either leads to freedom or celebrates it. Yet, at a close-examination, we discover that the absence not presence of freedom (economic, social, individual) appears to be at the nucleus of the story. The title is both expressive and ironical, and irony is one of the strands with which Chaudhuri weaves the story. Thus, social freedom too seems to be fading away with the ever-increasing interference of multinationals and forces of privatization. Individual freedom seems to be at risk because of the obsessive conventional social systems. The title does not sing of the freedom of nation but what freedom has come to.

Freedom Song is neither the song of the country nor the narration of the country but a part of country, Bengal, or to be more specific, part of Bengal, Kolkata and the part elliptically and synecdochically embraces the whole. Kolkata haunts the psyche of the novelist. He cannot help writing about it accurately because he is so intimately connected to it, almost deep-rooted in it. In early morning, the muezzin’s call of azaan is heard, inducing a poetic feeling. The metropolis is almost completely wrapped up in silence:

The city is still -- the trams, the trees whose leaves are covered with a film of dust, the junctions, the Lower Circular and Lansdowne roads, the three-storeyed houses on Southern Avenue, the ten-storeyed buildings in Ballygunge Circular Road. (*Freedom Song* 1)

It is in this strangely silent at night metropolis that the two middle-class families live. The families include children, young men and women, and elderly and old people. Chaudhuri shows through a bit of description how the world of children like Mohit seems safe and free from care. Yet, the world of children might seem

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distinct from that of adults, but is mostly fused into the world of aged people of the family. A few of them are very refined people who manifest the true Bengali culture. Shantidi, for instance, personifies the local culture, though in a sarcastic manner, when she goes to the death of some relatives to condole their family members.

Freedom Song exemplifies in its texture stunning and fascinating depictions of places and people. When Bhola's son Bhaskar and his cousin Mohit deployed in the early morning to distribute *Ganashakti*, a communist newspaper there follows a pictorial description of Ishwar Chandra Vidyasagar Road with the people moving about to their business. The scene of half-empty buses sounds quite unusual.

Nothing is left out from the eye of the narrator, be it the morning fog or crows. Fascinatingly, morning fog appears as a character with its identity and discernable features and makes the way for an ephemeral image of the houses on the road. Bhaskar walks in the streets to distribute the copies of *Ganakshati*, with Mohit who is accompanying him. Mohit is solely filled with admiration and appreciation at the way in which Bhaskar rolls-up a newspaper and distributes it with accuracy and swiftness while hurling it onto the terrace of an apartment or a house.

Beyond these banal details of day-to-day life, *Freedom Song* sounds to imply and imagine beyond the present, symbolising changes in the middle-class families. These changes are specifically visible through the portrayal of public sphere in the novel, spread over various locales in Kolkata and Mumbai.

As far as characterizations in *Freedom Song* are concerned, the majority of the characters have an introvert, inward-looking gaze towards the private spaces of the home. This shows the worldliness of the novel where old middle-class characters' social and domestic lives focus around instances taking place in private spaces instead of the new middle-class oriented metropolitan popular culture of Kolkata, Delhi, and Mumbai. An illustration of introversion can be found when Khuku and her friend Mini go by car to the hospital. On this visit, their focus is completely on themselves; especially, they are engaged in their private world, the chat that follows, and their inner thoughts. They rarely pay any attention of the view outside the car.

The narration of the visit to the hospital exhibits how Chaudhuri portrays women's choosy vision outside the car. In this aspect, the car serves as an extension of the home, and the visit represents the private spaces of the home, an enclosed and protected world of the middle-class. When they reach the hospital, it looks like a mirage, something illusory to them.

Chaudhuri appears to propose as if the two women have gone through a desert instead of a busy city. His portrayal in the narrative of the sights the two women go through also highlights a sense of curiosity and distance; as they leave their home and drive into the track of traffic, they unseeing pass by a rubbish-heap which offers a contradiction to the neat but dull-coloured apparel of Mini. Yet, the cultural ethics of the new middle-class is culturally more conservative than that of the old middle-class. For instance, they are more likely to be Hindu nationalist followers; the younger members tend to survive with their parents, have arranged marriages, and are rigidly vigilant of caste practices. The new middle-class has a lot of distinctive characteristics. Unlike the old, the new middle-classes amass their revenue from business, real-estate, and the media. Hindi, Marathi, and Gujarati are the predominant languages spoken in Mumbai and the new middle-classes make a devoted effort to learn and speak English.

Accordingly, the new middle-classes speak a concoction of Hindi and English, widely known as "Hinglish." Moreover, in contrast to the private, home-based culture of the old, the new middle-classes appear to be establishing their own culture. Wealth and religious orthodoxy do not appear to be incompatible concepts for the new middle-classes, especially those who are Hindus. Chaudhuri opines on the rise of a version of Hinduism, which encourages the embracing of wealth and material triumph through the worship of Gods like Ganesh and Lakshmi. Traditionally, Lakshmi, in her form as the Goddess of wealth, is worshipped by business people among Hindus. Yet, the new middle-class people also follow suit and worship the idol of wealth. Chaudhuri appears to propose that there is a dispute on defining modern India in terms of the high middle-class culture, and the mass culture of the middle-classes. As perceived in this perspective, *Freedom Song* earnestly focuses on the old middle-class culture and lifestyle through the portrayal of home and families.

Along with all these, however, Chaudhuri, has also suggested some of the other problematic features of Kolkata such as the problem of economic liberalization and unemployment, the step-by-step decline of the factories, specifically the small and domestic industries and enterprises in metropolis, alarming condition of hygiene and health in the city, the ever-haunting problem of the extended population

in Kolkata, and the problems regarding social life and relationship in an age-old metropolis like Kolkata. Problematic aspects apart, Chaudhuri, nevertheless, represents Kolkata in his novels too.

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Multiculturalism in Michael Ondaatje's "The English Patient"

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The dissertation "Multicultural conflict in The English Patient" examines how Michael Ondaatje seeks to explore the issue of multi cultureless. The postmodern and postcolonial themes and techniques employed in the novel explore the ways in which they expound the themes and a notion of cultural conflict in multicultural society. The novel set in Italy during the trauma of Second World War brings the four characters into villa. The English Patient, Hana, the Nurse, Caravaggio - a spy, Kip - the Indian sapper, form a confluence of varied cultures. Ondaatje has highlighted the bombing of Hiroshima and Nagasaki and has attempted to integrate conflict and contradictions of East and West in different and divergent cultures into the villa.*

Key Words: *Multiculture, Postmodern,*

It analyses the various postmodern themes and techniques. Ondaatje focuses on marginalised immigrant and re-constructs the history. The challenge of living in a postmodern world is to encounter differences, understand incompleteness and celebrate multiplicity. Peaceful living requires meaningful interaction with mutual respect and understanding for one another. This challenge needs politics with ethical values to tackle the cultural presence of diversity.

Philip Michael Ondaatje, Canadian novelist used his novel to bring attention to attitudes held by many Canadians toward immigration and multiculturalism. The word "Culture," T.S. Eliot writes, encompasses "whole way of life of a people, from birth to the grave, from moving to night, and even in sleep" (31). For Eliot culture is tied to people, to an ethnic or national group, and therefore governs large territories with defined borders. Modern societies are multicultural. According to the *New Oxford Dictionary of English*, defines "multicultural" as "relating to or constituting several cultural groups within a society" (1215). It is a term describing the coexistence of many cultures in a locality without any one culture dominating the region. The concept of multiculturalism it takes up the problems which different cultures have living together within one society. According to Webster "Multiculturalism as a source of separation between ethnic, cultural and faith groups and as a threat to community cohesion and shared national identity are disingenuous" (Webster 2014).

This tendency adopts lack of contact, interaction, and understanding between faith and ethnic groups. Azade Seyhan notes a Turkish saying "Two moves amount to a fire" (7). Multiple migrations end in the loss of our homes, possessions, and memorable.

In other words it is a "multi-ethnic" where the stress is on people's social organisation and cultural practices like dress and marriage customs. Ethnicity avoids the biological determination of the term "race" and recognizes the fact that though people can be born into a certain group (Paul Gilbert 21).

Nowadays "multiculturalism" is a public policy approach for managing cultural diversity in a multi-ethnic society, officially stressing mutual respect and tolerance for cultural differences within a country's borders. The policy emphasizes the immigrants and others should preserve their cultures with the different culture interacting peacefully within one nation. In other hand, Smaro Kamboureli suggest that Multiculturalism offers an acknowledgment of diversity, and indeed the suggestion that difference is laudable and should be celebrated, there is no intention to disturb "the conventional articulation of the Canadian dominant society" (82).

Canada has become a post-national, multicultural society. It contains the globe within its borders, and Canadians have learned that their two international languages and their diversity are a comparative advantage and a source of continuing creativity and innovation. Along with its geographical variety, Canada also has the population comparison people belonging to different countries with varieties of social behaviour among themselves. Canadians are, by virtue of history and necessity, open to the world. In 1998 Canadian Multiculturalism Act affirms the policy of the government to ensure that every Canadian receives equal treatment by the government which respects and celebrates diversity.

The present thesis discusses Michael Ondaatje's selected novels paying particular attention to the issues of identity which has transcended borders and assimilated different cultures forming a new transnational identity. The approach used is one that draws on post colonial theory and takes a transnational perspective with regard to representation of the process of identification, individual and national identity and the discourse of multiculturalism. Ondaatje explores in his works issues of identity that traverses cultural and national boundaries and encompasses both central and marginal positions. Canadian literature, like the literature of every nation state, is influenced by its socio-political contexts; Canadian writers have produced a variety of genres. Canadian writers are broad, both geographically and historically.

The discussion of Ondaatje's works aim to highlight the major arenas where questions and problems related to multicultural have come to the fore in the theories of culture and literature. This has resulted in complexity of culture in a world increasingly characterized by globalization, transnationalization, and interdependence; realities, negotiating the edges of "ethnic" or "national" cultures and participates in the creation of transnational public spheres.

The thesis aims at focusing upon the theme of multiculturalism in *The English Patient* in which focus on life of immigrants. The English patient is a work of historical fiction. It intersperses the factual and the imaginary into a tale of tragedy and passion. The imagery is characterized by Ondaatje's "preoccupation with romantic exoticism and multiculturalism." Ondaatje tackles multicultural issues which are concerned with the phenomenon of migration than immigration in his novel *The English Patient* (1993) suits to represent Canada's culture as the Italian villa becomes a symbol of Canada as a whole. It is a place where immigrants from different parts of the world unite together under one roof that seeks to explore the problem of culture conflict experienced both by colonizer and colonized.

In the novel the cause for the unification was Second World War, the most adverse condition from which they made their lives likable by erasing their individual identity and separate Nationality and opting for togetherness. The novel opens with a white man with black skin. The mysterious Identity of the patient raises the issues of questioning the national identity.

The setting is the Villa San Girolamo in Tuscany, Italy where the Canadian nurse Hana, after the badly burned English Patient. They are soon joined by Kirpal Singh, who is called Kip and works as a sapper for British troops, his main task begin the defusing of bombs. Caravaggio, the other character joins them in the Villa. He already appears like Hana in Ondaatje's earlier novel *In the Skin of a Lion*. He has lost his thumbs in violent interrogation by the German army. They all come from different places with different national backgrounds, and they all have wounds to heal from the war, but together they interact and form relations similar to those of a family. Hana and Kip falls in love. Ondaatje focus Kip's relationship with Hana raises the conflict between Indian culture and Western culture.

The relative idyll of villa is however, towards the end broken by the bombing of Hiroshima and Nagasaki. This event reopens wounds that may have healed in the villa and the characters relation to each other become clash.

The exponential growth of immigration of Eastern peoples to the West, a factor which has meant not only the multiplication of centres of oriental cultural life within the West, but a cultural interaction at first-hand level which has provoked a mixture of interest, controversy, and conflict. (Clarke 100)

This means that conflict across cultural boundaries may occur simultaneously at many different levels, not just at the higher levels of social grouping – for example, those that separate Western from Eastern. Ondaatje focus on the uncertainty of the parent's identity, his Englishness coupled with his non-white appearance, his international entourage, and his exotic encounters in the desert which contribute to sense of dislocation and a questioning of traditional concepts of nation, identity, and race. The story of English patient, who will be revealed as Ladislaus de Almasy, a Hungarian, unravelled through narrated flashbacks of his desert explorations in the Libyan Desert, Northern Africa. The tragedy of his injury is connected to his love affair with Katherine Clifton, a young wife of one of his fellow explorers of the British geographical society.

In Ondaatje's novel, the main characters have multiple cultural identities due to their past events of trauma place the present national and cultural conflicts into a post colonial perspective. At the end of the novel it brings negative reflection upon human interaction in multiculturalism.

They all exist with immigrants from Macedonia, Greece and Finland. Patrick is an immigrant struggles in multicultural society. He has to understand and accept his own patchwork identity and finds his place in a society through the characters in the novel. Though, the novel may be categorised as post-colonial with its focus on immigrants and their native cultures and languages. The immigrant workers are forced to

National Seminar on Media: A Tool for Cultural & Social Development

Organized by Department of English Sri Akilandeswari Women's College, Wandiwash-604 408 Tamil Nadu

communicate in English. Through their voicelessness and powerlessness of immigrants experience a struggle in new nation. Ondaatje focus is on the marginalized immigrant from various places who are struggling to build a new life for themselves.

Michael Ondaatje's *The English Patient* is a novel that seeks to explore different dimensions of multiculturalism. It can be defined as a mixture of different cultural fragments, including other features such as nationality, race, and religion.

This novel mainly focuses on cultural conflicts in multiculturalism. Cultural interactions between different cultures create different varieties of cultural conflict. The conflict occurring between individuals or social groups that are separated by cultural boundaries can be considered "cultural conflict."

The English Patient suits to represent Canada's culture as the Italian villa, which becomes a symbol of Canada as a whole. It is a place where immigrants from different parts of the world unite together under one roof. According to Robert Young (1995) in the 20th century, it describes how people become a blend, a mixture of different cultures.

Ondaatje focuses the multiculturalism in the novel based on the Second World War. The novel *The English Patient* takes place in a deserted Italian villa named San Girolamo. Canada, America, England and Asia are represented by bringing together characters from various nations with various identities negotiating their multicultural zones. The characters with their different identities meet in the Villa and the story revolves around them. The Villa is later converted into a war hospital. All the four characters are experiencing different types of social status and culture. They are defeated due to the war: Hana, a Canadian born Italian nurse has lost her father, husband and unborn child; Caravaggio, a spy and a thief who is Hana's father's friend and her well wisher; a burned English Patient – Almsy; Kip an Indian immigrant, a Sikh who is posted at Italy as a member of bomb diffuser squad and short, ecstatic and thrilling moments. "Those migrants don't belong here [in the villa] but want to belong here and find a new home" (Wachtel 260). The multiple sites of belonging or the multiple cultural identities of character cause contradictions with dissolution of boundaries.

Multiculturalism is one of the postmodern tools used in the novel. Ondaatje's preoccupation with issues of identity permeates his postcolonial texts, which present identity as a matter of multiple cultural origins in the novel. The characters have multiple cultural identities due to their past; the Patient has multiple national and cultural connections spanning from Hungary to the Levant, France, England, and Libyan desert; Hana and Caravaggio are Canadians with a mixed background of immigration including Italy for Caravaggio's family, while Hana is a French-Canadian; and Kip is a Sikh who immigrated from Punjab, India, to England to work in the British Royal Engineers. They have different cultural backgrounds join together in the villa inhabited by multiple worlds by people of different nationalities and background band to reconstruct their identity. For instance, the four major characters were different culture immigrants residing in an unfamiliar place and are all adjusting to the weather, food, and find new life in the deserted home.

Kirpal Singh, the Indian immigrant, works as a British sapper. Kip represents the East while the other characters represent the West. In other words, Kip is portrayed as a mediator between the West and the East. The main conflicts in term of nationalism occur in Kip's relationships with Hana, Caravaggio, and the English patient's story of his friend Madox. His source, promoting the historicize mode of multiculturalism and the portraits of cross-cultural friendship and romance that the novel present. Kip along-side is not welcomed amidst by his colleagues due to his brown skin. Kip's comrades at the army do not treat him as a true English man, or as an equal. This is a kind of ambivalence for both the colonizer and the colonized. He is always ignored because of his skin: "But he knew he did not like it. He was accustomed to his invisibility. In England he was ignored in the various barracks, and he came to prefer that" (209). He has turned into a blurred image. "Holding a mirror to a culture in motion produces a blurred image, and many of the realists mimetic efforts fell short of their ideals" (Shi 7).

At the end of *The English Patient*, Kip who "looks condemned, separate from the world, his brown face weeping" (301), after hearing on the radio about the dropping of the bombs, blames the English patient: "I grew up with traditions from my country, but later, more often, from your country. Your fragile white island that with customs and manners and books and perfects and reason somehow converted the rest of the world" (301). Almsy, the mixed of his cultural identity results in blame and absence of unity in the villa.

However, conflict brings in the places of the war, the villa, and the desert in the novel. At the end of the novel as a negative reflection upon human interaction on all the four characters plan to leave or actually leave the villa at the end of the novel: Kip returns to India and becomes a doctor, Hana plans to return to

Canada to stay with her stepmother, Caravaggio also returns to Canada, assumedly with Hana, and the English patient eventually dies. In multicultural society the cultural conflict separates the characters unsuccessful and decides to return to the countries where they were born or where they feel that they belong. The novel is mostly resisting the Eurocentric view of the world, while that it focusing on human relationships and human flexibility.

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Historical Issues of The Novel Freedom Song of Amit Chaudhuri

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Amit Chaudhuri's Freedom Song depicts how a family manages to marry off a troublesome young fellow. This is intermingled with details of two friends' close relationship as well. The novel is depicted the conversation of two comparisons. Sometimes it seems that there is no reason, except for a slight sense of boredom, a hint of life's emptiness, a memory of familiarity, and a promise of pleasure; whereas the novel has some serious part also.*

Chaudhuri is called as revolutionary novelist. He dresses very conservatively; his hesitant delivery is of one who weighs each word carefully before committing it to speech.

At first he wanted become as a part, but he became as a novelist in English. He wrote four novels. In his each work he uses language cautiously.

Key Words: *troublesome, revolutionary, emptiness, middle-class family, vintage*

His latest two works both of them are non-fiction. The initial work of literary criticism, which reveals him to be a fiercely intelligent and non-conformist critic; the other a collection of political essays, in which he comes across as passionate, committed, and outspoken.

Freedom song, it tells the life history interrelated middle – class Calcutta family's fiction is set in the backdrop of early nineties. The central characters of the story Khuku and Mini usually spend their time talking about family, friends, health, and occasionally, Muslims and the Babri Masjid too. *Freedom Song* is entirely about the two person's perspective about the Hindu and Muslims.

The story starts with highlighted and excited the loud music of Muslim Prayer. They are totally disgusted and feel that the country is looking like a Muslim country. They discuss about the fact that in earlier days many temples were demolished so this is not a big deal done by Hindu nationalist party BJP. Khuku decides to vote for Bharatiya Janata party as she supports the action of the party *Freedom Song*, is a great creation of the author.

It is rendered in evocative prose, Chaudhuri carefully observed writing remains at the surface, confining itself to the thin segment of the upper-middle class. In his earlier novel, the childlike and adolescent points of view make the surface observations easier to accept. *Freedom Song* is published by the Vintage where the author uses a beautiful, vibrant and complex fabric of language in rendering his characters and their lives.

This is the third novel of the writer and it was published in 1998. It reveals the idea of the family afflicted or changed by old age. The younger people in the family are either absent or gone to some other part of the world, or other parts of India. It deals with the incidents that intersect with the ordinary people's consciousness.

The old couple, Khuku and Shib live in Calcutta. Mini, who is the childhood friend of khuku, temporarily stays with them and undergoes treatment for her chronic arthritis. She has an elder brother Borda, a younger brother Bhola, and a sister Pulu. Bhaskar, the son of Bhola and he joins the Communist Party because he is not good for anything else. Puti, the daughter of Pulu, has a son Mohit. Bhaskar and Mohit though cousins, differ widely in the nature of their career. Mohit, who is now in upper matriculation level, works hard and aims to attend JEE examination.

Then, he has to go to America to appear for the SAT examination while Mohit is busy in these activities, Bhaskar works in a factory. He takes active participation in all the communist activities of Calcutta. He even sells the newspaper *Ganashakti* every morning. Bhaskar's parents are much worried about the future of Bhaskar. So, Khuku and Puti take charge of searching a match for Bhaskar with a fond hope, he gets changed after marriage. In this novel they succeed in making Bhaskar enters into wedlock, their desire of change in him doesn't occur.

In this novel, the vivid characters, Khuku and Mini now old, and at a certain point in their lives, show their slightly outrageous views about Muslims. It shows that they live in times of great political

upheaval. The city of Calcutta has always had a communist party, so communal tension has been kept under control there were occurred turmoil's or riots. There are more characters in this novel, and there is superficially more action in some parts of the novel but in other parts there is little action.

In this novel, Chaudhuri, chews anything as heavy as a plot hovers around two families - that of Khuku's and of Mini's in Calcutta. Khuku and her husband Shib live a quiet life, settling slowly into a pleasant retirement that's saved off by a Shib's job at a declining public sector company called "Little's." When the story opened, Khuku's the old friend mini is extended visit to Khuku and Shib. Khuku's brother Bhola and his family live a short distance away in Ishwar Chandra Vidyasagar Road. Bhola's son Bhaskar has presented his family with the dilemma that a suitable girl must be found for him, which is a trifle difficult because of his insistence on hawking copies of *Ganashakti*, every morning.

(P.287)

Typical Bengali food "luchi", "omelette", "pithha" and the culture of welcoming people are what Chaudhuri has tried to present in the very first few pages of the novel. He has well knit Bengali life into a complex structure by representing the multi-faceted aspects of the Calcutta within a framework surcharged against a political back ground:

There was a message on the wall outside: c.p.i.(m.) for
Unity and harmony among all the
Communities a man, wearing pyjamas, a shirt, and a
Sleeveless pull over, came to the door and said: 'you're late'.
'Give it to me, don't waste time' said Bhaskar. The man in
The sleeveless pullover emerged with a pile of *Ganashakti*
(P.290)

With the largely even tenor of their lives forming a background rhythm, Chaudhuri slowly introduces two problematic themes .The swelling current of anti-Muslim opinion in the post-Babri Masjid days, were the steady crumbling of a certain way of life that used to mark Calcutta.

Calcutta has since national independence. It was taken back to Bombay, New Delhi and even Bangalore. In Chaudhuri's novel it is a city which attracts the old and artistic near retirement while the young leave. The novelist brings the novel with distinguished affectionate life. The small social plays that accompany Bhaskar's eventual marriage, the bi-play between the three servants Nando, Uma and Jochna, even the patterns of light created by clothes hanging out to dry and the repertoire of songs that accompany every true Bengali; this little details come together to create an unforgettable picture of Calcutta.

As per Bruce King, *Freedom Song* can be read as about Calcutta and Bengali culture. A country so vast and varied and displaying such tremendous diversity of regional traditions and culture cannot but produce regional fiction displaying rich variety. The novel has been set in the hearts of Calcutta.

Now, at half-past six, two state transport buses went down
Ishwar Chandra Vidyasagar Road, blowing their loud hooting
Horns; they were half empty, an unusual sight. There was a
Small encampment of rickshaws along part of the pavement,
Their extended arms planted on the ground, their collapsible
Roofs raised, their wheels at rest, rickshaw-wallahs, heads
And shoulders covered with a piece of cloth, were slapping
Their hands in imitation of applause and hurling tobacco. (P.289)

This narrative sensitive is in its own way and pinpoints the realistic cosmopolitan sights of an early winter morning typical of Calcutta. The two elderly women, Khuku and Mini, chat and remember young Bhaskar dabbles in politics. His father Bhola goes to the sweet factory and works. Servants, friends and relatives eddy around the central group.

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Female Potential in Henry James' The Portrait of A Lady

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *The late 1960s and 70s witnessed an extraordinary following of James' adaptations, especially on BBC television. The portrait of Lady was swiftly followed by What Maisie Knew; The spoils of Poynton appeared in 1970 with The Golden Bowl premiering two years later. Later on in the decade The Ambassadors and The Wings of the Dove were produced. British critics enthusiastically welcomed some of these adaptations: Francis Hope congratulated the BBC for The portrait of a Lady, which he believed was an example of public service broadcasting at its best. Julian Critchley in the London Times considered What Maisie Knew "great fun", even if James himself might have considered it a serious work.*

Key Words: *Adorable Taste, Anxiety, Camera, Industry, Television.*

This article will consider two of these adaptations—The portrait of a Lady and The Golden Bowl—in detail, focusing in particular on the way in which they conceive their female characters. Before that however, I will situate the adaptations in context by looking at how classic serials were produced in the 60s and 70s. Both The portrait of a Lady and The Golden Bowl were adapted by Jack Pulman and directed by James Cellan Jones; following their British premieres, they were broadcast on PBS in the United States in the masterpiece Theatre series which began in 1971. They were produced by the BBC Serials Department, which at the time provided 140 hours per annum of television, with a staff of six directors and eight producers.

Carol Andreas's *Sex And Caste In America* suggested that a greater awareness of female potential could open up "new possibilities for freedom" for both men and women who hitherto had been "kept in anxiety about their worth and identity as human beings because they must 'make it' as a man or woman member of a sexist society". In *Towards a Recognition of Androgyny*, Carolyn G. Heilbrun exalted "feminine traits", in the belief that "since they have been so drastically undervalued, must now gain respect, so that a sort of balance is achieved among those in power, and within individuals".

This concern for the Jamesian text is equally evident in Cellan Jones's adaptation of *The Golden Bowl*. In one newly-written sequence Bob Assingham observes Maggie Verver waiting for her husband to return home: "So Maggie waited, her heart I'm sure beating very fast". The Prince returns without a greeting from Maggie. In the next scene Bob admits that "what she might have said, what she longed to say, I suppose, was..." followed closely by Maggie's own voice-over of a passage taken almost verbatim from the novel:

"Why have I made this evening such a point of our not dining together? Well, because I've all day been so wanting you all alone that I finally couldn't bear it, and there didn't seem to be any great reason why I should try to. You seem these last days, I didn't know what, more absent than ever before, too absent for us merely to go on so. It's all very well and I perfectly see how beautiful it is all around. But there comes a day when something snaps and the cup flows over. That's it. The cup all day has been too full to carry, so here I am with it spilling over you, because it's my life after all, and I don't have to explain, do I, that I'm as much in love with you now as a on the first hour we met, expect there are some hours,

which I know when they come because they frighten me, that you are even more so, and they do come, oh how they come, how they come".

Throughout Maggie's long speech the camera focuses on her expressionless face until Bob observes in a newly-written line that "of course she couldn't say that". In the novel the Prince talks about what he has been doing, then excuses himself with the phrase "I must go and bathe". The clear implication is that he seeks to cleanse himself of Charlotte's smell, leaving Maggie alone in the darkness as the scene fades to black. The entire sequence seeks to render the novel's interior states of being visible: viewers contemplate Maggie as she reflects on her husband's behaviour, and comes to understand what he has been up to.

ii The experience of watching classic serials of this kind was well summed up in Julian Critchley's review of the *Portrait of a Lady*: "James comes over well on television.

As studio time was limited in 1968, and most classic serials had to be recorded quickly, it is likely that sequences such as this were deliberately introduced to enable the actors to move from one set to another. Nonetheless this strategy—a legacy of the days when all BBC dramas were broadcast live—has a thematic as well as a practical function. Just like the artist who painted *Ship*, Ralph perceives Isabel as a canvas into which he can project his dream of social success. This interlude also adumbrates the next scene in the adaptation here Madame Merle tells Osmond that drawing is his sole accomplishment, even if it does reveal his "admirable taste".

Not all critics were happy with this style of adaptation, which had remained much the same since the BBC started transmitting classic serials on a regular basis in the years immediately following the end of the Second World War. Commenting on John Davies's 1972 *War and Peace*, one writer complained that the genre had become too predictable: "Sometimes you feel as if the same serial has been going on for five years. It changes title once every six months. Some time ago it was called *Portrait of a Lady*; then *Pride and Prejudice*. Still later called it *Middlemarch*, and for the moment they refer to it as *War and Peace*".

Another technique Cellan Jones employs to focus attention on the relationships in both adaptations is the use of visual symbolism. I have already shown how the marble statue functions as a metaphor for Isabel's marriage; the same image appears in the sequence where Isabel and Lord Warburton are shown walking in the grounds of Gardencourt—the only scene of location filming in the entire adaptation. This says a lot about Isabel's status in society; she is only permitted to walk outdoors when faced with a proposal of marriage. The two of them are shown sitting by the large marble statue placed in the centre of an ornamental pond.

The characters in *The Portrait of a Lady* and *The Golden Bowl* may appear equally conservative. Feminists such as Jane Gaines have argued in general terms that the link between femininity and silence shifts attention away from rational male discourses to the linguistic in-between. This might also be the case in the two adaptations; but we have to bear in the mind that both adaptations are the work of a male director, who could be trying to emphasize women's marginal position in a patriarchal society. Yet perhaps we should not be too hasty: Cellan Jones's representation of women is very different from the kind of images that were characteristic of the majority of British film and television productions of the late 60s and 70s. Sue Harper has argued that the film industry in particular was "in no position to respond to the changes in women's lives and consciousness" that were happening at that time, on account of "the industry's penury and cultural decline".

Both *The Portrait of a Lady* and *The Golden Bowl* are very much products of a particular period in British television history, with their studio sets, restrained costumes, and rather stilted visual style oscillating between medium shot and close-up. This essay has sought to suggest that this was deliberate, prompted partly by budgetary restrictions, and partly by the desire to make the viewer listen to as observe what took place on screen. In Alistair Cooke's view Henry James's "calm and wary analysis of the emotions of people" was "just what the small screen craves". Pulman and Cellan Jones stressed this in their adaptations, by showing how "television is not so much a miniature theatre as a powerful microscope for scanning the emotions concealed under gestures so small as a licked lip... or a defensive chuckle". At the same time both adaptations demonstrated how feminism had begun to penetrate mainstream television drama in the late 60s and 70s. The directors and writers might still be overwhelmingly male [and remained so in British television for another decade to come] but at least they were prepared to acknowledge that women might have a different way of interpreting events around them. The BBC producer Irene Shubik complained in 1970 that "one of the most disappointing things" about television drama at that time was "that if you try to do anything at all off the beaten track nobody seems to want to understand or know". I suggest that the very opposite was true; that directors like Cellan Jones explored the limits of the genre in an attempt to comment on gender relations of the period.

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The Defects of Multi-Culturalism in The Lion And The Jewel

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: African people or Nigerian people - no restriction from one another - they are not ready to accept or follow the principles - culture is thrown out from the blacks and Africans - the word marriage collapses in the society of the country - Lakunle is disappointed by the female protagonist Sidi - she marries Baroka gets marry more than one - he got married many times - in those days women were submissive -but in modern days they are ready to protest individually - in the modern culture. The bride price eradicated little by little and another - custom playing drama and dance - the culture is advanced in the upcoming world. Youngsters offer for their fiancée equal rights, some modern products without offer bride price- they are ready to accept changes.

Key Words: Bride, Culture defects, Marriage, Modern, Morals, Price, Tradition and Violations

The African literature or Nigerian literature mainly focuses the theme of culture. After the freedom of Africans the Nigerians are slowly move to tradition to modern culture, when they are facing lots problems. *The famous Nigerian author Wole Soyinka used the term culture in all his plays.* It is mainly known his *Lion and the Jewel* in this drama the author drastically show how the Nigerian people are affecting the culture and their difficult to go modern culture.

In this play the term culture plays a vital role, the culture is totally collapsed Tradition is essential for every country like rituals, habits, customs, environment, and also the culture. What should be followed, that kind of principles morals, ethics, culture, these are All very important ones. The story contains two parts. The first part of the play reflects our own life that is tradition, the second part of the play deals with the theme of modern culture in Africa. Because culture modifies from time to time, place to place or person to person

The African is expressed through many art forms such as art, dance, music, sculpture and beadwork. These Traditions are deeply ingrained into the whole African culture. Many African languages have tone language that pitches the level, which determines meaning. In this play the *Lion and the Jewel* author keenly express the customs of Africa due to the two characters. The male character is Baroka, *he is 63-year old man* and also he is considered the bale of the village, the village name called Illijunle. And the female character is Sidi, she is young woman in the village. Now she populated in the village due to the magazine, So she became a Powerful woman in the village. She always wants and asks bride Price because she thinks if the girls get more bride prize when the girl proves herself as a virgin lady, so she tries to get the name.

This thought not only the Sidi but also in the African Womens. Who are following the traditions and customs? And then secondly the custom of Africans is playing drama and dance; these are the two important acts for traditional people. It only happens when they feel happy that the moment and they are dancing. In this play Baroka's senior wife Sadiku and Sidi both of the ladies are known about the news of Baroka's manly hood is lost; when they felt very happy so they ask a singer to sing a song and also dance. It once again shows that the custom of African people in their ancient period.

After the freedom of Africa many of the young men are like to move to modern culture and also make their country as new. Here the male character is Lakunle , *he is 23 year old young man* acted as a symbol of modern culture. He studied the subject Maths and he is worked as a teacher and also try to make our village as a modern. So he wearing a short pants and shoe also He has love affair with Sidi, so he always offers something for her. If she marries him she can get an equal right like a man, wear heels and eat unbreakable plats moreover she can go night parties and walk along with her husband but he does not offer bride price. These offers are given by modern young man. It once again shows the modern culture of Africa.

At last when the play ends Sidi goes with the hand of the Sixty- three- year old man. 'I mean a Baroka'. After that action the Twenty- three-year young man accepts to marry her with the words of biblical modernism. *That is if the girl lost her virginity when the virgin boy can marry her.* So, he follows the culture of

modernism due to accept her to marry the girl. But Sidi marries the old man, so the young man fell in love with *another new girl*.

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The Portrayal of Servent's Suppression in Coolie

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Mulkraj Anand novels are the portrayal of race detraction of the people or the down trodden, Coolie, the novel reflect the problem of servants. Anand wants to support of the poor he fights in this for the poor people and novel he was the follower of Mahatma Gandhi he learnt from his and writer for their in those days most of the people treated as an ordinary servants while people treated the Indian very badly before the getting independence.*

Key Words: *Tragic epic, benefactor, the hill-boy Munoo, poor, orphan picture of modern India.*

Henry Fielding called the novel an epic in prose. He defined it as “a comic epic poem in prose”. A novel to Fielding was essentially comic, loose and light composition compared to a pure epic. But it has all other ingredients of an epic, e.g., plot, story's narration, characters, description, and a mission. Hardy's novels are not comic epics in prose, on the contrary, they are tragic epics. So *Anand's Coolie* which may be called a tragic epic, in prose, on the contrary, they are tragic epics. The purpose of Anand is to bring out the tragic denial of life to the Indian masses. *Munoo's* tragedy is not merely that of an individual but of a large mass of Indian people who suffer from poverty and exploitation.

The novel presents a vast panorama of life the rich and the poor, the Anglo Indian lady and Sahibs, factory owners and workers, rickshaw pullers and coolies, workers in a pickle-factory, circus workers, the rich and the poor, the sahibs and the servants all are presented realistically. The scene moves from one place to another, *Daulatpur, Bombay, Simla, and so on, so forth.*

Coolie is the prose-epic of modern India. It is written in prose. It gives an epic picture of modern India. It has been conceived and executed on an epic scale. It is panoramic in scope and epical in aspiration. It is hero and narrates his adventures from place to place until his death.

Since the novel pleads the cause of common folk, it may rightly be called a folk-epic. This is the first novel of Anand and he wrote another novel two leaves and a Bad and Untouchable. All the novel deals with the problem of caste system, racial discrimination, downtrodden, poverty of Indian people, wage, scavenger and so on. He is the only supporter of poor people in its sweep and spatial vastness of society in which the hero restlessly exists, it recalls Steinbeck's *Grapes of Wrath*. It is not at once the story of *Munoo, the Coolie* and it documents the proletarian misery and wretchedness not only of India, but of mankind”. The whole or novel recalls the stay of the poet Edwin Marckham's *A man with the Hoe*.

The novel has variety of characters. There is a landless peasant like *Munoo* and *Hari*, a low class *Chaprasi* like *Daya Ram*, a middle class *Babu* like *Nathoo Ram*, a highly educated middle class man like the *Chota Babu*, a social climber like *Prabha*, a spoiled rich man like the *Chota Babu*, a social climber like *Prabhu*, a spoiled rich man like *Ganpat*, an upper class Anglo- Indian like *Mrs. Main- waring*, a British Sahiblike *Mr. W.P.England*, an English Baronet like *sir Georage White*, an English middle class man like the *Chitma Sahib*. Thus a possible variety of characters is presented in *Coolie*. This feature provides the novel a variety of moods.

Thus the novel is epical in scope, variety of characters and width of range. It is a novel of wage. Entire India is telescoped. This has given to the novel an epic atmosphere of vastness and sweep. It is an India- bleak and barren, cruel and sad, and India seen third class.

To quote Prof. M.K. Naik, “With its scene shifting from the Kangra Hills down to the plains of Bombay and back to the Punjab hills; with its crowded canvas covering all the classes of society from the landless peasant to the aristocratic Anglo-Indian and British and with its varied spectacle of human nature ranging from the malevolent to the sanity, *Coolie* has an almost epic quality, though the period of time it covers is as short as two years”.

In the words of Dr.Srinivasa Iyengar, “*Coolie* is about twice as long as *Untouchable*, and the action is spread over some years and moves from village to town, from to city, and from city to Bombay, the Getaway

of India, of India, and from Bombay to Simla, India's summer capital. Coolie is what Edwin Muir would call a 'character novel', for it extends primarily in space: with the hero, the hill-body Munoo, we move too, and follow his fortunes or rather misfortunes first with his uncle and aunt in his village, Bilaspur, then with the Bank-Account's family at Sham Nagar, where Munoo works as servant; then with Munoo's benefactor, Prabhu, and his wife in the incredible Cat Killer's Lane in the old feudal city, Daulatpur; we are presently lost with Munoo in Bombay's slums and chawls and noise and madness and general filth and causes of splendour and, lastly, with Mrs. Mainwaring of Simla, as her page and rickshaw-puller, where he dies of consumption".

Dr. Srinivasa Iyengar further writes: "Munoo's misadventures in Bombay from another Book in this prose epic of modern India. Good and evil are thrown together higgledy-piggledy, and more often than not it is evil that gains the upper hand. Life on the placements or in the slums, service in the Sir George White Cotton Mills, collision with human sharks and hyenas, the friendship of Hari and Laskhmi, the companionship of Ratan, the descent into the Red Lights district, involvement in the 'labour trouble' and the Hindu-Muslim disturbances.

Munoo's experiences are the hectic police action; he is knocked down by a car. Its owner, Mrs. Mainwaring, decides to take Munoo with her to Simla. She is a woman of vast pretensions and morals, and makes Munoo her rickshaw-puller and page (and perhaps something more as well); and worn out by work, he hastens to his grave, the tide of his life having reached back to the deeps." Like Lakshmi, Mother India receives Munoo to her bosom with the words: We belong to suffering! My love."

Work Cited

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EVOLUTION OF SOCIAL MEDIA MARKETING AND ITS IMPACT ON SOCIETY-A STUDY

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Received: Feb. 05, 2019

Accepted: Feb 22, 2019

ABSTRACT: *Inspired by the increasing popularity of advertising. there are different types of advertisements like television, radio, newspapers, outdoor and transit, social networking etc social media is one of the best parts in the advertising field as especially on social network sites, the aim of this study is to give insight into the effectiveness of sns advertising. The first experimental study compares consumer response. to advertisement on snss and television and demonstratives that while television campaign are evaluated more positively. social media advertising is a term used to describe online advertising that focus on social networking sites. one of the major benefits of advertisements on social networking sites is that advertisers can take advantages of the user demographic information and target their ads appropriately & there are many advantages of this advertising in this technological world.*

Key Words:

INTRODUCTION

Social Media is a vital element for the only business. It is an art of producing traffic to site for generating business through online social group. It helps to build important business contacts and to run a reputed business on the internet. Social media marketing is used as a branding tool and can increase conversation, sales tracking, and page views and add exposure. It is simple and low cost way if increasing sale and to bring traffic to the website. This will bring many peoples to the site and help for link building to get good ranking in search engines. It increases the site popularity & to bring the potential customers to our rich area. Social media advertising is an online paid advertising method that focuses on social networking sites. A business can take advantage of investing in a good social media advertising strategy by targeting users based on their demographic information when advertising on Facebook, Twitter, and similar platforms. Your advertisement is distributed to users based on the information gathered from target group profiles. The primary goal of social media advertising is to collect highly targeted leads. Each paid advertisement should be connected to a landing page and include a strong call to action for the best results over time. This will maximise the effectiveness of your campaign. It will also give the marketer the ability to monitor the effectiveness of the campaign.

OBJECTIVE OF THE STUDY

With the rise of the digital age, brands are becoming more acutely aware of the value of investing in social media strategies. Social media networks are no longer an isolated marketing channel solely dedicated to communication and promotional efforts. Social media has provided measurable results with strategies such as lead generation and social selling in addition to useful points of contact between brands and consumers. In 2017, a massive number of marketers used social media as their primary channel for B2B or B2C communications. According to Social Media examiner, 97% of marketers used Facebook for B2C and 81% used LinkedIn for B2B. Here we are going to explain some of the points of social media advertising are as follows

- To identify the use of social media advertising in today's world
- To know about the various advantages of social media advertisement
- To study the different types of social media advertisements
- To explain about popular social media advertisement sites

METHODOLOGY OF THE STUDY

Nature of study is conceptual & and it is a secondary data, so the sources of information is taken from newspaper, journal and magazines etc.

DIFFERENT TYPES OF SOCIAL MEDIA ADVERTISING

By using the following famous social networking sites we can increase the sites traffic and to get potential customers. The famous social media networking are

- 1.. TWITTER
2. FACEBOOK
3. LINKEDIN
- 4.OTHERMEDIA (Faves, Delicious, etc.)

SOCIAL MEDIA MARKETING USING TWITTER

Focus on Brand promotion & micro blogging. Building strong & powerful relationship with prospective customers. Attractive bio increase popularity. Educate them with our new product their uses, advantages etc and create and awareness and necessity. Filling up the page with quick technique & tips. We can easily gain followers by following the active members in twitter. We will get followers by following the followers of experts, competitors in twitter. We can post a product, link etc and ask for opinion and reviews. We can use affiliate marketing & micro blogging. Create banner about products, organisations etc. We can post promotional codes for products such as discount coupon, by 3 get 1 etc. Build a personal relationship with the followers & create trustworthiness among them. Upload genuine photo, company logo or products logo. Try to be human and give respect the values. The followers want something from us so we always want to sell something more than they expect. Try to implement cross selling in websites (pack include cola when we buy pizza). We need to act personal touch in marketing for it works. Customize our communication in order to stand out. Highlight our brand we can't make any compromise in quality and brand establishment. By following the above technique we can achieve a good traffic and sales using twitter.

SOCIAL MEDIA MARKETING USING FACEBOOK

Side manner showing the company details such as what we are, what we do, contact us etc. We can include our new product details – banner. We can publish notes and create groups. We can put like box in outside. We can create page for products, organisation ,celebrity etc. WE can upload photos post links that direct to our site / blog. We can create events like recent activities, upcoming events etc. Create advertisements about then new and existing and upcoming products(ads are paid based on click and rate or day). View insight menu consist of daily , monthly, weekly user details , page views , unique page view etc. We can create multiple admin for a page. We can apply things for the fan pages based on product introduction, product description etc. We can send links, product details to the members, groups, reviews etc. We can send offers, promotional codes, discounts coupons to the members, group etc. Facebook allows to send messages to users you have no connection with we can make use of it. Facebook provides classified add services. We can make friends from our competitors. We have to send request to many friends (through competitors or through search). Try to implement cross selling in website/product page (comparisons product). We need to add personal touch in marketing for it works. Customize our communication order to stand out. Highlight our brand we cannot make any compromise in quality and brand establishment. By using the above techniques we can achieve a huge traffic and sales.

SOCIAL MEDIA MARKETING USING LINKEDIN

We can create group and make others to follow us .We can request for the opinion and suggest. We can expose our skill set. We can follow the companies and make other to follows us. We can create a professional network ask for opinion and reviews etc. Increase your visibility. Improve your connect ability. Improve your connect ability. Improve your Google Page Rank. Enhance your search engine results. Perform blind,” reverse and company reference checks. Increase the relevancy of your job search. Make your interview go Smoother. Gauge the health of a company. Gauge the health of an industry. Track start-ups. Ask for advice.

ADVANTAGES OF SOCIAL MEDIA ADVERTISEMENT

1. Increased brand awareness
2. Improved search engine rankings
3. Higher conversion rates
4. Better consumer satisfaction

CONCLUSION

Social media marketing is a digital marketing channel. Where the social networking websites are used as a marketing platform to promote products, services and solutions of a business. All social marketing websites,

National Seminar on Media: A Tool for Cultural & Social Development

Organized by Department of English Sri Akilandeswari Women's College, Wandiwash-604 408 Tamil Nadu

apps such as facebook, twitter, LinkedIn, Google Plus and Instagram allow businesses to register, create profile, post content, invite and engage with other users with an objective to create awareness, increase visibility and drive traffic for conversions.

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