



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)



IJRCS

IMPACT FACTOR - 1.803

INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY

ISSN : 2456 - 6683

A monthly Peer-Reviewed, Refereed, Indexed International Research Journal

RESEARCH CULTURE SOCIETY AND PUBLICATION

UGC Approved

Certificate of Publication

is awarded to



For the paper titled

'THE ROLE OF SOCIAL MEDIA IN HIGHER EDUCATION AMONG MEDIA STUDIES LEARNERS'

Published in International Journal of Research Culture Society, Vol - 1, Issue - 6, Aug - 2017.



PAPER ID - 201708025



DR. CHIRAG PATEL

The Managing Editor

International Journal of Research Culture Society

WWW.IJRCS.ORG

Email: editorijrcs@gmail.com / editor@ijrcs.org





SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY

ISSN: 2456-6683

Volume - 1, Issue - 6, Aug - 2017

**THE ROLE OF SOCIAL MEDIA IN HIGHER EDUCATION AMONG
MEDIA STUDIES LEARNERS**

N. Raja

Assistant Professor, Department of Visual Communication, Sathyabama University, Chennai, India

Email - rajadigimedia@gmail.com

Abstract: The developments in the field of media are so fast that one can easily suffer from outdated in the profession, if one is not sensitive enough to all these changes and does not adopt with changes in new technology, one will be exit from the media industry. Social media network services are not limited to home, it offers the living-room experience of sharing the video while watching and we can download videos and social exchanges behalf of the user. Social media interactions among the users like textual exchange are spontaneous. A user can invite multiple users to watch the media tutorial videos, and exchange text messages while watching and clarify the doubts with subject experts. The group of users can watch the same video is referred to as a media education session.

Key words: Social Media, E-learning, online education, cognitive load theory (CLT), Web 3.0.

1. INTRODUCTION:

The wide deployment of 4G broadband cellular infrastructures further fuels the trend. Apart from common productivity tasks like emails and web surfing flexing their strengths as video streaming exchange. The designs of a novel Social media, which can be effectively, utilize to spontaneous social interactions among social media users. It blends viewing experience and spread media education among the users. As opposed to traditional system of reading books, social media is well suited to today's life style.

2. SOCIAL MEDIA FOR EDUCATIONAL DEVELOPMENT:

In present day Internet is not only cheap but it has also become an essential part of human life, which includes activities such as reading e-mail, shopping, advertising etc. Social media has various ways to access by students such as personal computers, tablets, smartphones etc. It is very true that social media has its own advantages and disadvantages. The first point is social media is considered to be important because it can be used as an educational tool. Students can expand their learning experience by researching through social media. There are unlimited amount of information in the social media, which the students can learn. The students using social media can apply new ways of practices and learning in education. Students are kept updated and they know about what is happening in their areas of learning.

Social media provides tutorials and information about topics, which are not easily understood by the students. So this could be an easy way of understanding for the students. According to a research in 2013 Social media has increased to 21.3% in the past one year. Out of 59% of the educators who agree that social media is an essential part of learning 56% out of it still consider it to be a great way of distraction.

Social media includes the various online technological tools that enable people to communicate easily via the Internet to share information and resource' says Ghosh. India is one among the prominent media power in the world. In India about 60% of Social Media participation is from the non-metro cities but still the greatest traffic is from Mumbai, a metro city. The 15-24 Age groups are the most active members in social media. The female participation in Social Media also shows a consistent weightage in the ratio of 80:20 with comparison to the male participation ratio. It is also known that the most active members are graduates who are seeking for job or planning for their higher studies. Maximum users are from the category of earning below 2 lakh Rupees per annum. The reason for this is social media primarily drives only the youth. Facebook is the major social media used by the Indian audience mainly for reading posts, liking photos, playing games, visiting applications etc.

2.1 Web 3.0 for online education

A few creators (Hussain, 2012; Poore, 2014) have thought about the Web 3.0 for instruction, proposing the likelihood of getting to data in one worldwide information as one of its most trademark highlights. In spite of the fact that the web 2.0 implied the level of interest it has included, it has likewise prompted the era of a great deal of sloppy substance. The Web 3.0 implies that this data might be systematized wisely, opening up the likelihood for its utilization and change into helpful information (Ramirez-Leon and Peña-Alcira, 2011). One of the immense



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY
UGC Approved Monthly, Peer-Reviewed, Refereed, Indexed Journal

ISSN: 2456-6683
Impact Factor: 3.449

Volume -1, Issue -10, Dec - 2017
Publication Date: 31/12/2017

Study on YouTube as an Informative Tool among College Students in Chennai

R.Pugalendhi (M.Sc., D.F.Tech)

Assistant Professor, Department of Visual Communication
Sathyabama Institute of Science and Technology (Deemed to be University) Chennai, India
Email - pugal.viscom@sathyabama.ac.in

Abstract: YouTube is one of the most predominant video hosting platforms in the world. And commonly visited sites in the world, not only for its entertainment, but also for its educational resource. Conventional teaching tools have changed dramatically over the past several decades. One of the latest developments in the education world is the growing use of YouTube, the popular video sharing Web site where any user can upload and share videos of every possible kind. Nowadays most of the teachers are associate with YouTube is that it is an easy, so any student can convenient to see educational videos clips. These study emphasizes also on the consumerist tendencies of Chennai urban college Students. The questionnaire survey was conducted among 300 School Students. The study was conducted on November First week of 2017. The Respondents are studying Under Graduation and Post Graduation near their places. The Data were collected among College students in Tambaram, KK Nagar, Mylapore and Taramani. The study also found that younger viewers prefer watching YouTube videos because they were able to relate to the reality of Student's generated content.

Keywords: YouTube Video, Trendy Content, YouTube, Informative and Entertainment Tool.

1. INTRODUCTION:

YouTube is the world's largest well-liked online video Platform, with users watching 5 billion videos are watched on YouTube every single day. (As per 2017 Authenticate Report from YouTube) The total number of people who use YouTube 1,300,000,000 and 300 hours of video are uploaded to YouTube every minute. Through the YouTube platform, People started to create a video-sharing website on which users could upload, share, and view videos. Since then, YouTube has utilized an audience of billions of users including educators and Students. While the academic literature provides some evidence that YouTube has been studied and written about, little is known about priorities for YouTube research. YouTube has become the most popular and almost habitual form of the mass entertainment. It is the chief medium of teaching. There has been an unending debate among college students if exposure to YouTube has any inspiration at all and if so its route and strength. The study was conducted inside of the college and institutions in four places of Chennai urban- Tamil Nadu. Five set of questions are formed according to pre study by researcher and his team. The questions are given to each group of students in four places of Chennai. Through this study how students are utilized YouTube, Which was the popular generated content. How many hours' students are viewing YouTube Videos per day, which is the Popular Informative and Entertainment YouTube Channels in Chennai, YouTube has since compiled educational channels into YouTube Edu, which amalgamates the site's most popular informational videos. Online, students can choose their teachers (the Green brothers, Derek Muller, Michael Stevens whoever suits their style) in a virtually intimate environment. They can learn on their own time, flexible to their own schedules, with a much vaster network of fellow viewers and teachers to assist their learning. In his This Will Revolutionize Education video, Muller states how the so-called "educational revolution" has in fact been stagnant; students have been taught in groups for centuries. In order to incite a revolution, he says, the key is utilizing the social environment. For a generation of young people, technology, particularly the Internet, has assumed a substantial stake in their social and educational lives.

2. REVIEW OF LITERATURE:



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)





SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

Business Sciences International Research Journal Volume 5 Issue 2

ISSN 2321-3191

'SECRET SUPERSTAR': RETHINKING IDEOLOGY OF MUSLIM WOMEN AS DECISION MAKER IN BOLLYWOOD CINEMA

N. Nazini

Assistant Professor & Head, Department of Visual Communication
Sathyabama University, Chennai

A. R. Vimal Raj

Assistant Professor, Department of Visual Communication
Sathyabama University, Chennai

Abstract: Cinema is intended and thought to entertain, to take the audience to a new world that is basically different from the real one, it's a place which helps people to escape from the everyday grind of life. Film is a popular media of mass consumption, which plays a key position in moulding belief, transferring ideas, constructing reality and reinforcing dominant cultural values in the society. Movies taught us several things, which go to our unconscious mind. This preconceived thought of the male trigger to portray women as a selling object, weaker sex, pessimistic and a normal housewife. It is very difficult in male dominant film industry to overcome these stereotypical margins. Secret superstar is one such movie that breaks our very idea of gender bias and religious tolerance. Being it a girl or women, this movie portrayed women as a decision maker against all odds in life. This paper deals with representations of female characters in mainstream Bollywood cinema "Secret Superstar" and how they are depicted on screen is critical in decisive the furtherance of already existing stereotype films.

Keywords: Portrayal of Women, Decision Makers, Bollywood, Stereotype, Cinema.

Introduction: Cinema is a popular medium, which reflects our cultural values in all possible ways. Especially when it comes to customs and ritual practice it takes utmost care to replicate the originality. It also acts as a liaison between thoughts and practices. In India more than 1000 films are released every year out of this approximately 200 and odd from Bollywood. Unlike other regional film industry Bollywood industry has national market and wide reach. Women centric films are not common in Indian cinema. We occasionally watch such films portraying women as decision makers. Gorgeous women are always a need in cinema industry and they get only little space to prove their talent. They were offered glamour doll roles, emotional feminist role or damsel in misery roles.

Stereotypes of Muslim Women in Indian Cinema Identity may be a crucial issue for Muslim females as they are frail in power ratio. However it isn't the power, quantitative relation solely in fact it can be applied in every aspect of life, it may be domestic or, social or professional. Muslim women are generally considered as cultural and moral carriers of their community thought they are not considered as guardians of it. Thus when we watch a Muslim woman in a movie, they are marginalized twice - as a female and a representative of minority community. On viewing Indian Hindi movies from 1980's until recently, the audiences and critics observe that Muslim women are stereotyped. They are proprietary to be mothers, devoted daughters, dedicated or compliant wives who do not question the authority of their male counterparts.

Review of Literature: Most of the films in India are gender biased it exalts male and deflates female. Sometimes it underplays women based on values, customs and religion. Gender refers to dividing up people based on sexual identities (Beasley 2005). Relationship between men and women are emphasizing the social construction and social ordering. Social institution defines gender roles and it tells them what to do and what not to do. How to react over emotion and other circumstances are various things people learn from a given society. Products of media culture provide materials out of which we forge our identities, our sense of selfhood, and our construction of ethnicity, race and nationality, of sexuality and of 'us' and 'them' (Dines and Humez, 2003) Women working in film industry are comparatively minimal may be a reason for gender biased story. The director very idea of portraying women is based on his belief, attitude and value. What viewers want to see comes from social frame work. The dominant religion and social settings restricts a director to make women



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

**INTERNATIONAL JOURNAL OF
MULTIFACETED & MULTILINGUAL STUDIES**
UGC Approved Research Journal (Sr. 47674)

Volume V
Issue III

ISSN : 2394-207X (Print)
IMPACT FACTOR : 4.205

March 2018



Chief Editor
Dr. V. H. Mane

Executive Editor
Prof. M. P. Shaikh

www.ijmms.in

Email : ijmms14@gmail.com

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

இதுவரை தமிழ் சினிமாவின் பார்வையில் பெண்கள்

- Samandha Smith, M.A., M.Phil.,

சத்யபாமா அறிவியல் மற்றும் தொழில்நுட்ப நிறுவனம்

ராஜிவ் காந்தி சாலை, ஜேப்பியார் நகர்

சென்னை-119

சீனியா, துறையின் பொதுவாக, பங்களிப்பு, இந்தியா, போன்ற வளரும் நாடுகளில் பெரிதும் பயனாகிவிட்டிருக்கிறது. இந்த ஆயுதமுறை இரண்டு காலங்களிலும், இந்தியா, சீனியா, துறையிலும், உலகமே வளர்ச்சியில் முன்னிலை, இடத்தை பெற்றுள்ளது. இவ்வாறு சீனியாவின் வளர்ச்சி வீழ்ச்சியாக வளர்ந்த ஒரு வளப்பலாக, உலகமே,

இதற்குமத்தியில் அதன் பொருளைக்கொண்டு ஒரு கனம் நாயர் எண்ணங்கள், செயல்கள், அவர் பேசும் பேச்சு போன்ற ஒரு மொத்த படிக்கவழிக்கக்கூடாது. மாற்றத்தில்தாக, வலிமைக் கொண்டுள்ளது.

ஆகவே ஒருநாள் துணைமன்றங்கள் வடிவமைப்பதில் சீர்திரி. பெரும் பங்கு வகிக்கப்படும். பண்புப்பார்வைகள், பொறுப்புப்பார்வைகள், செயல்பட வேண்டிய கட்டாயத்தில் இங்கே உள்ளது. சமூகமாக சீர்கெடுகின்றன. நாங்கள் காட்டுப்படுகிறோம். என்று சீர்திரி. துணைமன்றம், நிபந்தப்படுத்திக் கொள்ளுபவர்கள் கொள்கையை வரியடக்கத்தக்கிரு. ஒரு கட்டாயப்படுத்தப்படக் காட்டுவதில் இன்னமும் முடிவடை பொறுப்பை.

பெண்களின் ஆட்களனை கறுக்கி அவர்களை எப்படி பார்க்க வேண்டும் என கற்றுக்கொடுக்கிறது. சீனியர். லாரா. மலர்ன் (பிரதம ஆட்களனை) அவர்களின் கட்டுரைப்பாசை ஒன்றையுடனியாளாந்த யஜை யேசயசவனை ஊனெதையுள்ள "அயுடு புயனை" இ லையு லார்க்களையு அயுமுகப்படுக்கினார்.

அதற்கும் ஆள்களின் பார்வையை எப்படிப்பதில் அங்குக்குப்பெயர் சிறப்பாக இருப்பதாகவும் சொன்னார்கள். ஒரு ஊட்டி பிடித்து, அதை அங்குள்ள ஒரு கையாள் கொண்டு, பெயரெழுத்துடன் இந்த 'ஆய்' புறமும்' என்று சொல்லி திரைச் சுவல், பாயில் பறப்பதுபோன்றவற்றை எழுதப்பயன்படுத்தி அதற்குள் காத்திருப்பார். ஆனால் பார்வையாளர்களை கவலை ஏதாவது, ஊட்டிகளின் பாயில் இல்லாதவர்களை சிறப்பிப்பதில், மேலே சொன்னது, சொன்னது இப்போதும் பல திரைப்படங்களில் எப்படிப்பதில் இருக்கப்படுகின்றன. அதில் எவ்வேறு கையாள் காலம்வாழ்கிறது, அதில் எவ்வாறு வாழும்

[illegible][illegible]

வேளும் தீர்ப்பாயல்புகளில் சாகசில் ஏதேனும் பெயரால் பெயர்களில் பீது செலுத்துப்படுகிற வரலாறுபெரியதாக இருக்கிறது என்பதைக் கவனிக்கவேண்டியிருக்கிறது இதைக்கொண்டு வேலைக்குப் போகிற 'இலவ்யம்'புகளில் ஏதேனும் ஒரு பெயரில் சாகசில் உள்ளிருந்து எந்த ஒரு பெயரில் சாகசில் பாய்வதால் பீது செலுத்துப்படுகிறதோ, அதைக்கொண்டு பெயரால் சாகசுக்குத்தக்க வரலாறு செலுத்துத்தக்க இப்படி பாய்வதால் பெயர்களில் பாய்வதற்குத்தக்க அளவுகளைக் கொண்டு செய்யும் முறைகளாகவாகும். எப்படி உள்ளிருந்து

ஆனால் அநேக செயல் இக்கிராமில் காராமென்று வழங்குகிறார்கள். மட்டுமே இருக்கிறது. பெரியதாக காராமென்றுக்கொருக, இங்கே யாரும் அச்செயலான கொடுவதில்லை. காரணம் நம் நாட்டி விவாப்பயன்கள் இச்செயலான தான். காதலென்று



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE
www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

International Journal of Advance Research in Science and Engineering
Volume No.06, Issue No. 10, October 2017
www.ijarse.com


IJARSE
ISSN: 2319-8354

The Use and Access of Modern Communication Technology and the Fishing Community in South India

Dr.S.Janet Mary¹, E.Senthil Kumaran²

^{1,2}Department of Visual Communication, Sathyabama University (India)

ABSTRACT

The Information Revolution is producing astonishing transformation in virtually all spheres of human activity. But how can these technologies help to balance the scales of development among particular communities of a developing country like India is a big question. This article is an earnest effort to understand the role and use of communication among the fishing community of Muttom one of the most affected coastal areas of Tamil Nadu, India. The aim of this paper is to argue and analyse how the role and significance of the tools of communication is effective among the fishing folk of Muttom taking into consideration of both traditional and modern methods of communications today. This essay will seek to conclude with the findings of how the use of tools of communications such as: mobile phone, radio, television, newspaper, internet, GPS/Navigator and eco-system help the fishing community to further develop and raise the quality of life in an increasingly fast developing India.

Keywords: Fishing Community, modern Technology, Mechanised boat, Development, Media, .

1. INTRODUCTION

All over the world, new information and communication technologies are steadily affecting societies and their governments, industries, communities, and individuals. This attempt holds the central stage in the world of communication boom and traditional industry like fishing. This endeavour is an outcome of the research carried out among the above mentioned target group with a scientific questionnaire following the method of participant observation. However, attempt has been taken to describe the respondents' views accurately and eliminate in a meaningful way the subjective elements as prescribed by the interpretive paradigm. The fishing communities largely are considered to be under the category of marginalized society that does not interact very much with the mainstream of the society. In the past two decades, the life-pattern of the fishing community has undergone a rapid change. Traditional fishermen have taken up to modern methods of fishing like mechanized boats, usage of devices for spinning potential fish zones, and other tools of communication for the effective methods of fishing. Keeping this scenario of the progress of the modern communication technology as a backdrop, this paper attempts to find out the use and eventual impact of modern communication tools by the fishing community of Muttom in Kanyakumari District, Tamil Nadu.

1.1 The main objective of this article:

- To find how communication tools (Radio, Television, Mobile Phone, Newspaper, GPS, Eco Sound) help to improve the livelihood of fisher folk.



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2017-2018)

VOLUME-V (III)
INTERNATIONAL JOURNAL OF MULTIFACETED AND MULTILINGUAL STUDIES
Impact Factor: 4.205 ISSN (Print): 2394-207X
Emerging Media Technology to Develop The Knowledge and Active Participation among Technical Students

Ms.N.Nazini

Assisat Professor & Head, Dept. of Visual Communication

Sathyabama Institute of Science and Technology, (Deemed to be University), Chennai (TN)

Abstract

Teaching in a creative way, may well arise spontaneously from teaching situations in which it was not specifically intended. The association between teaching creatively and teaching for creativity is an integral one. The effective use of these techniques depends on teachers identifying the specific objectives that Media technology is being used to accomplish, corresponding the pedagogy with the purpose of the activity and having adequate virtual learning environment skills to achieve the specified objectives. Digital Media can be defined as various combinations of text, images, graphics, sound, video and animation that are controlled, synchronized and delivered on the computer screen. Constructing instructional educational material is to develop the intellectual ability. This paper attempts to provide information about the virtual learning environment and how imparting tools for learning in higher education for students with rural background. Learning & Teaching through Digital Media tools is by constructing the content in understandable way and to have higher retention. The aim of this study was to analyze the tools available to create a module and how this module effectively helps the higher students to improve their knowledge. Students and teachers access to digital Media Technology has begun, yet its use supports traditional teaching rather than the shift to new roles and pedagogical practices.

Key words: Media Technology, pedagogy, intellectual ability.

Introduction: The govt of india realized the need of improving the quality of instruction through the use of Technology wherein the most competent teacher teaches the subjects with the help of most appropriate teaching aids. Programmes offered through television and online sources were produced by different State Institute of Educational Technology (SIET) in different languages. Even the Audio-Visual Instructional Module were produced and made available to teachers; some have initiated to conduct SMART classes in their classrooms, while majority of the colleges are unaware of its usage. Even the textbooks format are in traditional method were it fails to satisfy a wholesome benefits for teachers and students. The printed textbook has to go along with the Audio visual aids to improve the quality of teaching and learning. Researchers used different Theories of Learning for developing an Instructional Material and form a module. Dexter (1999) indicates that technology integration into the higher education as created a large amount of effectiveness in making the students to engage in learning. The Concept of Lewis and Smith (1993) is about 'Higher order thinking' whose definition is given as: 'deciding what to believe; deciding what to do, creating a new idea, a new object, or an artistic expression; making a prediction; and solving a problem'.

Significance of the Study: This study may help teachers by providing them with creation of interactive instructional module into the curriculum that may result in improving the utilization of integrated technology. By providing a clear picture about how to maximize the facilities of the media tools usage in the higher education, the students who are poor in understanding the subject may find learning more interesting and comprehensive compared to the traditional textbook methods.

VOLUME-V (III)
INTERNATIONAL JOURNAL OF MULTIFACETED AND MULTILINGUAL STUDIES
Impact Factor: 4.205 ISSN (Print): 2394-207X
Technology Integration and Learning: Instruction at the Higher Education, mainly, concentrates on imparting information which is not the only objective of Teaching. Along with giving information, the other objectives are:

- To increase understanding and application of the concepts
- To develop reasoning and Cognitive skills
- Improves conception, speed and vocabulary
- To develop self-concept and problem solving skills
- To increase students higher retention.

Further, most of the teachers use Lecture Method which does not have potentiality of achieving majority of above mentioned objectives. The integrated media technology can fill this gap because it can provide access to different sources of information. It will provide correct information as comprehensive as possible in different formats with different examples. Students and teachers can exchange their ideas and views, and get clarification on any topic from different experts, practitioners, etc. Virtual Media Approach provides variety in the presentation of content which helps learners in concentration, better understanding, and long retention of information which is not possible otherwise. The super highway and digital Media tools also help in qualitative improvement of Teaching - Learning Process in refer fig 1.1.

Figures

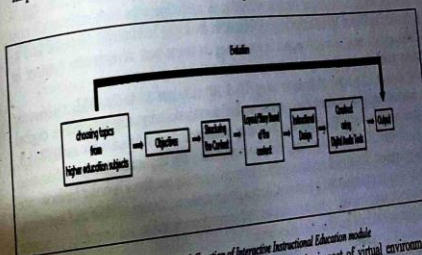


Fig.1.1 Creation of Interactive Instructional Education module

Research Methods: This study aims to better understand the impact of virtual environment on student learning, in particular when students actively engage in the interactive module. The object is to find meaningful difference in learning subjects in textbook and learners who use virtual reality learning environment. The sample size of this study is from 100 undergraduate students of Sathyabama institute of science and technology in Chennai. Their ages ranged from 19 to 22 years old. A concept is taken from higher education subject and designed using the digital Media tool for the students.

Instrument: (Audio-Visual Instructional Module)

The evaluation instruments below were used to assess the quality of students subjects content, student level of engagement in authentic learning tasks, teachers concerns and views towards the use of digital media tools.