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THE ROLE OF FM RADIO IN STRENGTHENING POSITIVE SELF-IMAGE AMONG CHENNAI RADIO LISTENERS

¹C. KOKILA, ²SAMANDHA SMITH

¹II M.Sc: Visual Communication, Sathyabama Institute of Science and Technology

²Assistant Professor, Dept. of Visual Comm,
Sathyabama Institute of Science and Technology

ABSTRACT

A mass medium, which reached millions of audiences, is "Radio". It is a blind medium that exists till in this digital era. You can use media for educational purposes like learning about mental health, self-esteem, personal development and many more. The study sought to analyse FM Radio in strengthening positive self-image among Chennai radio listeners. The methodology used in this research is survey method for collecting data. The sample size is 100 respondents of radio listeners collected from Chennai radio listeners. Convenience sampling is the sampling method used to collect data from the respondents. The paper has demonstrated that FM radio has potential to create a positive self-esteem by enabling them to have access to information necessary for improving their status. FM radio clearly influences the lives of people of all ages in many ways. It also has a more important and significant role to play in developing individual's self-image and positive life.

Keywords: Radio Listeners, Self- Image, FM Radio, Chennai Radio, Audience Attitude

INTRODUCTION

A mass medium, which reached millions of audiences, is "Radio". It is a blind medium that exists till in this digital era. The story of radio started when the early scientists who saw and investigated the effects of electricity and magnetism. A few numbers of people noticed the effects caused by electromagnetic waves. Galvani is the one of the few researchers who witnessed the effects of electromagnetic waves as



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Perspicacious Classroom Efficacy in Learning

¹E. Senthil Kumaran, ²Dr. S. Janet Mary

^{1,2}Department of Visual Communication, Sathyabama
Institute of Science and Technology, India

ABSTRACT:

The Information Revolution is engendering astonishing transformation in virtually all spheres of human activity. But how can these technologies avail to balance the scales of development among learning communities of a developing country like India is an immensely colossal question. This article is an earnest effort to understand the role and utilization of astute classroom among school and college students in Chennai, TamilNadu, India. This study aims to determine the efficacy of perspicacious classrooms on the academic achievement of the schools and college students in Chennai. This essay will seek to conclude with the findings of how the utilization of astute classroom as a scholastic implement. Effect of super school room within the discipline of inductively authorizing and assimilating erudition of reducing aspect opportunity of a high-quality trade in the mundane strategies for incudating fashion.

Key Words: Education, E-learning, Multimedia, Smart Classroom, Students Community.

I. INTRODUCTION

Technology has come such a long way in the past several years the cognition has transmuted plenary. The facilities available to edifiers and students have become much more technologically advanced. An example of this technology is the keenly intellect classroom. These are classrooms that have been set up with many advances in technology. This endeavour is an outcome of the research carried out among the target as mentioned above group with a scientific questionnaire following the method of participant observation. However, an endeavor has been taken to describe the respondents' views accurately and eliminate in a paramount way the subjective elements as prescribed by the interpretive paradigm.

II. LITERATURE REVIEW

2.1 MATERIALS

This study was carried out among students at schools and College in Chennai, TamilNadu, India. Chennai is one of the most popular metropolitan cities in TamilNadu. The control route of keenly intellective (Student Media Vigilance to Reduce Television), theory-predicated classroom curriculum to reduce screen time among third and fourth-grade children in two matched public elementary schools (n=181). The intervention of school children