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JUNI KHYAT
जूनी ख्यात

CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to
N. Raja.

For the Research paper titled
Social Media: Online Community Learning on Media Education in
Tamilnadu

Vol. 10 Issue 7 No. 2 Month JULY Year. 2020

Published in
JUNI KHYAT JOURNAL ISSN: 2278-4632

Impact Factor : 6.625

This journal is indexed, peer reviewed and
listed in UGC CARE


उच्च-शिक्षण विभाग
UGC
University Grants Commission
Approved Journal


Editor


6.625
Impact factor

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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

Juni Khyat
(UGC Care Group I Listed Journal)

ISSN: 2278-4632
Vol-10 Issue-7 No. 2 July 2020

Social Media: Online Community Learning on Media Education in Tamilnadu

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Abstract

Media students can create and maintain an online community and make it a forum where they can present what they learn in classroom and conduct a debate on problems, challenges and opportunities that their field is faced with. The online community will trigger a knowledge explosion that will take them to a further greater plane. Teachers and students can collaborate and participate in the EduBlog and that will be an inspiring interface and stimulating interaction. The researcher studies the impact of social media in online community learning among media students in Tamilnadu.

Keywords: *Online Media Education, Community learning, E-learning*

1. Introduction

The emergence of Internet, Web.2.0 and cloud computing technology are in the twilight of 20th century and their astounding and amazing growth at the dawn of the 21st century, a major media was born and started spreading its tentacles over the globe, converting people who are divided by race, religion, geography, language, culture et al, into Oliver Goldsmith's 'citizens of the world' or to put it in modern parlance, 'citizens of the world'.

The man in pre-historic times, that is, about 50,000 years ago, was in the cave, recording his social interactive urges in various kinds of drawings and paintings on the walls, thinking that his fellow human beings in his times or posterity would happen on them and try to decode them. That was probably the first seed sown of social media to catch on down the line. The man in the ancient cave is now the man on the web.

"The desire to connect and communicate is woven into our very genetic code as human beings. We don't want to be heard. We need to be heard. That is what is powering this supernova explosion of social media..." 'User-generated content' has been around for millennia. The first evidence of 'social media' was the Chauvet-Pont-d'Arc cave paintings in the Ardeche department of southern France. They date back to 30,000 BC. We're talking



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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

ISSN : 2278-4632

JUNI KHYAT

जूनी ख्यात

IMPACT FACTOR : 6.625

UGC CARE Group I Journal

VOL 10 ISSUE -08 NO.07 August 2020





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3.4.5 (2020-2021)

जूनी ख्यात JUNI KHYAT जूनी ख्यात JUNI KHYAT



CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

Ms. Jayachandrika K

For the Research paper titled

Representation of women in Tamil Movies- A feminist approach to the films of
male and female directors

Vol. 10 Issue 8 No. 7 Month August Year. 2020

Published in
JUNI KHYAT JOURNAL ISSN: 2278-4632

Impact Factor : 6.625

This journal is indexed, peer reviewed and
listed in UGC CARE



ज्ञान-विज्ञान विभूषण
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University Grants Commission
Approved Journal



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Impact factor

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Vol-10 Issue-8 No. 7 August 2020

Representation of women in Tamil Movies- A feminist approach to the films of male and female directors

Ms. Jayachandrika K, Department of Visual Communication, Sathyabama Institute of Science and Technology

Abstract

The portrayal of women in media has been discussed from the second wave feminism and, many feminist scholars have analyzed whether women are portrayed stereotypical or not. The studies revealed that women were not shown in a constructive manner. Many Feminist critics argued that the domination of men in media industry was the reason for this kind of representation. The Film theorist Claire Johnston proposed the concept "Women's Cinema as Counter Cinema" to control this biased representation. The researcher wants to study in this regard, which directors either male or female portray women in a constructive manner and which directors' female characters are the most strongest and feminist. The various feminist tests are introduced to identify the integrity of female characters in movies. The researcher has chosen the tests such as Bechdel Wallace Test, Sexy Lamp Test, Mako Mori test, Landau Test, Anti Freeze Test, Hagen Test, Pierce Test and FitMus Test for analyzing the 2 Tamil movies- Ponmagal vandhaal (2020) by the male director "J.J. Fredrick" and Irudhi Suttru (2016) by the female director "Sudha Kongara". The researcher has identified by using feminist tests in these movies that male director has shown the female characters more constructive and stronger than the female director. The female director's movie has failed in few tests in compared to the male director's movie. From this comparative study, it is concluded that the representation of women in movies either stereotypical or constructive do not rely on the gender of the directors.

Key Words: Counter cinema, Representation, Feminism, Tamil Movies, Constructive manner.

Introduction

Cinema is the most powerful medium in India to persuade the spectators in terms of contextually or visually. It is important to study the impact of this medium among the audience as it shapes the ideology and perception of particular groups mainly women. The numerous studies have been conducted to view the portrayal of women in movies. The most of the results show that women are not represented on par with men in movies. The reason behind this kind of poor representation can be the male directors who stick to glorify the patriarchal ideologies. The theoretician Claire Johnston claimed that women's cinema could be the counter cinema to delineate the psychological and the actual status of women in the society. The researcher wants to study either male director or female director portray women in a constructive manner and of more feminist in nature.

Need of the Study: The study would help the media scholars to find out how Tamil directors portray women in their movies. This study would widen the knowledge on media and women. It

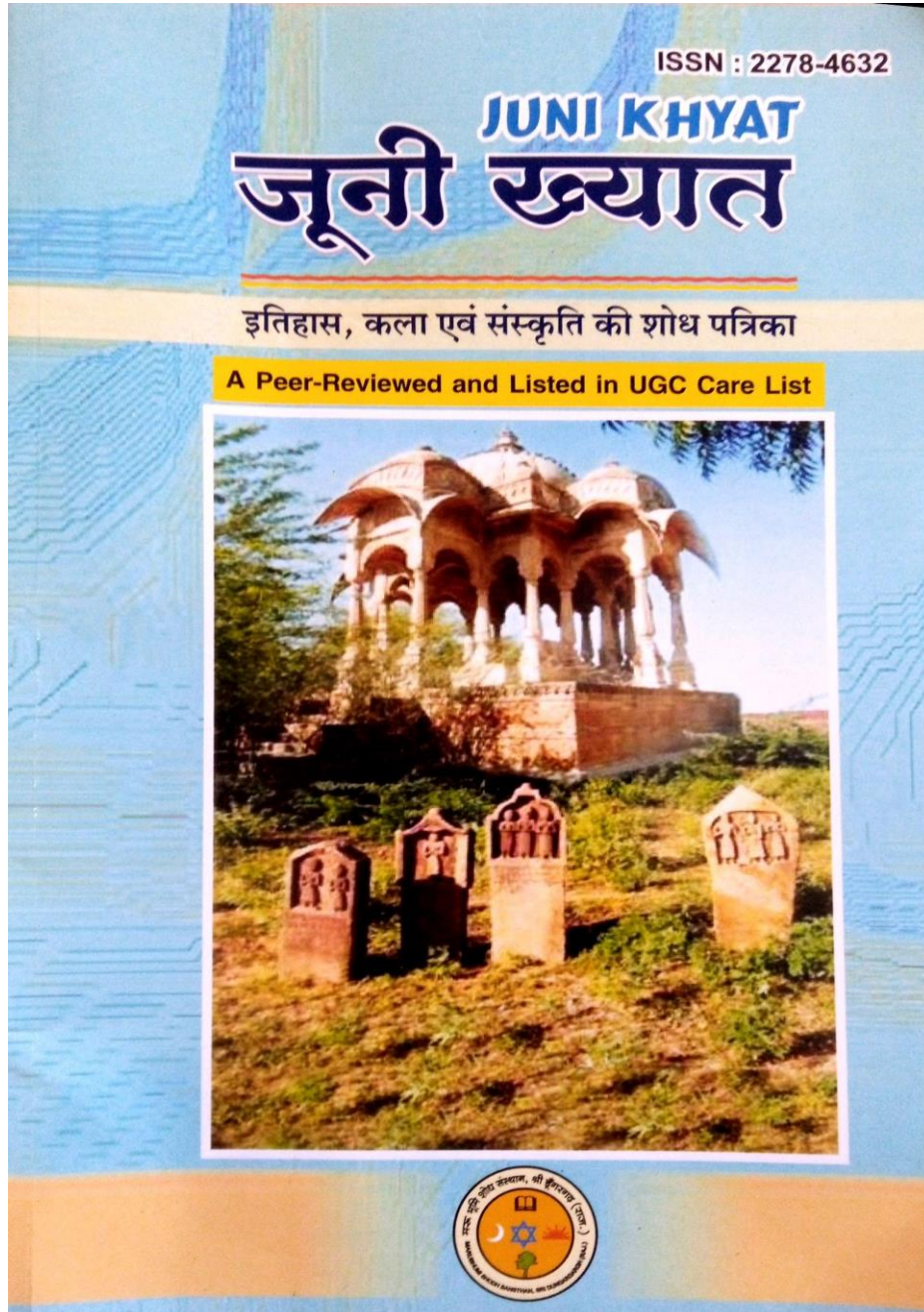


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CERTIFICATE OF PUBLICATION

This Publication certificate has been issued to

Mrs. Jayachandrika K,
Assistant Professor, Department of Visual Communication, Sathyabama
Institute of Science and Technology, Chennai

For the Research paper title

**PORTRAYAL OF WOMEN AS OBJECTS OF SEXUAL DESIRE IN TAMIL TV SERIALS-
A STUDY OF ITS RESONANCE AMONG WOMEN VIEWERS FROM NORTH
TAMILNADU**

Vol.11 Issue 05 No.02 Month May Year.2021

Published in
JUNI KHYAT JOURNAL ISSN: 2278-4632

Impact Factor : 6.625

**This journal is indexed, peer reviewed and
listed in UGC CARE**


ज्ञान-विज्ञान विभूषण
UGC
University Grants Commission
Approved Journal


Editor


6.625
Impact factor

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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

Juni Khyat

(UGC Care Group I Listed Journal)

ISSN: 2278-4632

Vol-11 Issue-05 No.02 May 2021

PORTRAYAL OF WOMEN AS OBJECTS OF SEXUAL DESIRE IN TAMIL TV SERIALS-A STUDY OF ITS RESONANCE AMONG WOMEN VIEWERS FROM NORTH TAMILNADU

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Mrs. Jayachandrika K, Assistant Professor, Department of Visual Communication, Sathyabama Institute of Science and Technology, Chennai

Abstract

Various critics have said that, while steps towards discourse to change the way women are treated have started, the portrayal of women in media takes ten steps backward. Especially women in Tamil TV serials are shown as objects of sexual desire. The images portrayed in TV serials have a definite impact on the thought patterns of the viewers. It affects the attitudes and behavior patterns of individuals, who have access to it, through its varied projections.

Therefore, the study aimed to find out whether women in Tamil TV serials portrayed as 'objects of sexual desire' or not. And the author goes a step further how far this representation of women as 'objects of sexual desire' in these Tamil TV serials resonate among women viewers in Tamilnadu. The researcher finds the base for this study on 'Cultivation Theory'. The researcher took the concept of 'Resonance' to study the cultivation effect of TV content on the viewers. The present study has used an Exploratory design and Multimodal approach, wherein the researcher has done a Content Analysis in the first stage and then proceeded on to a Survey which also consists of a In-depth Interview. The Content analysis and Survey are Quantitative in nature. This study is Cross-sectional. The opinion of women viewers regarding the portrayal of women as 'objects of sexual desire' was below average. There was low level of resonance in the portrayal of women as 'objects of sexual desire'. It was because very few of the women viewers surveyed felt they were treated as 'objects of sexual desire' in their real life.

Introduction

Tamil Television world today is dominated by serials. When it comes to Media in general and Television in particular, the representation of women has been not real. The representation of women in media has been traditional and stereotypical. They are shown as objects of sexual desire. Various critics have said that, while steps towards discourse to change the way women are treated have started, the portrayal of women in media takes ten steps backward. They are of the opinion this scenario extends even to Television serials too that women in Tamil TV serials are shown as objects of sexual desire.

In this article the author presents whether the opinion of the critics remains true or the situation has changed today. The researcher has selected two serials each from Sun TV and Vijay TV.

Statement of Research Problem

The images portrayed in TV serials have a definite impact on the thought patterns of the viewers. It affects the attitudes and behavior patterns of individuals, who have access to it, through its varied projections.

Therefore, the study aimed to find out whether women in Tamil TV serials portrayed as 'objects of sexual desire' or not. And the author goes a step further how far this representation of women as 'objects of sexual desire' in these Tamil TV serials resonate among women viewers in Tamilnadu.

Need for the Study

Serials hold sway over women viewers in Tamilnadu. The content from these TV serials tend to cultivate a kind of images among women in reality. This study would analyze whether women are still portrayed stereotypically or there is change in the portrayal of women in serials.



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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)



KALA SAROVAR

UGC CARE Group - I Journal

ISSN : 0975-4520

CERTIFICATE OF PUBLICATION

This is to certify the paper Entitled

TO STUDY THE IMPACT OF ONLINE GAME ADDICTION AMONG COLLEGE STUDENTS

Authored By

Mrs. Jayachandrika K

Assistant Professor, Department of Visual Communication, Sathyabama Institute of Science & Technology, Chennai - 600119

Published in

Vol-24 No.01(V) January - March 2021

Kala Sarovar

ISSN : 0975-4520

UGC Care Group - 1 Journal


Editor
Kala Sarovar



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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

Kala Sarovar
(UGC Care Group-1 Journal)

ISSN: 0975-4520
Vol-24 No.01(V) January - March 2021

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Mrs. Jayachandrika K, Assistant Professor, Department of Visual Communication, Sathyabama Institute of Science & Technology, Chennai -600119

Mr. Edward Kennedy A, Assistant Professor, Department of Visual Communication, Sathyabama Institute of Science & Technology, Chennai -600119

ABSTRACT

Online gaming has become the most important entertainment element in all over the world. The teenagers are the prey of this booming industry. The technology advancement and the network accessibility enable the youngsters to stray away from the real world into virtual world easily. In this study, the researcher aims to find out the impact of online games among students. A convenience sampling method is employed and the sample of 200 students is selected for validating and refining a survey instrument. The questionnaires are circulated among the students in Chennai colleges to identify the mental and physical issues due to this game addiction. From this study, the researcher has identified that the reason for the addiction of the games is to get rid of the real-world problem and to set the mind free from the worries. It also paves the way for the physical and psychological issues like vision problem, lack of sleep and increasing anxiety levels and the stress that are created by the virtual world.

Key Words: online games, online gaming, game addiction

INTRODUCTION

Nowadays, the addiction of online game has become a common phenomenon that leads to many issues to people, especially youth in the society. The reason for this game addiction may be to get rid of the real-life problems and challenges, and urge to connect with friends through this virtual environment. Another reason may be that the game is designed in such a way to induce the players to continue the level. Few games are really infotainment and so the students can learn while playing. It also enables the students to be sharp, creative and increases the mental ability. Besides the positive sides of the online gaming, the negative sides are vast such as physical and mental health issues. Most of the games are gambling based and, insist the players to pay the amount to move to the next level of game. So, the teenagers pay the amount without their parents' knowledge to reach the certain level of the game. So, the researcher wants to analyze the impact of the game among youngsters.

Need of the study:

This study will help to analyze the students' behavior and the impact of online games in their day-to-day life. The study mainly focuses on Chennai College students.

Objective of the study:

- To study the impact on the mental health of the students.
- To study the impact on the physical health of the students.
- To find out the impact of online games on students' relationship with family and friends

Research Design:

The researcher has used convenience sampling method to gather data and the sample size is 200. The random sampling method is employed to select 200 students of Chennai Colleges for this descriptive study. A questionnaire is used and, the 5 point Likert scale is applied in the questionnaire to find out the impact on the mental health and physical health of the students.

RQ1: Whether online games affect the physical health of college students?



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3.4.5 (2020-2021)



Wesleyan Journal of Research, Vol 13 No 70 (March 2021)

Research article: (Visual Comm.)

Role and Responsibility of Social Media During Disasters in Chennai

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Abstract: The world has been facing a variety of natural disasters since the beginning of the world. Generally a disaster may be called as cyclone, tsunami, flood, storm etc. Similarly, dengue, malaria and other virus or bacterial infections that spread to the people also contribute to the elements of natural disasters. The role of media in times of these disasters is very important. In recent times the media, especially social media has seen a lot of technological advancements. The social media has become a very essential tool in reaching out the mass audience and is much easier than getting a message through the media. The researcher has shed some light on the popularity of social media for people living in cities like Chennai during disaster times. The researcher selected the participants from the following parts of Chennai: Besant Nagar, West Tambaram, Anna Nagar and Velachery. A total of 350 Respondents participated in this survey. In this field survey, three types of questions have been asked by the researcher. These questions were asked to the respondents based on their experience and knowledge in the role of social media during the times of disaster.

Keywords: Social Media, Role of New-media, Chennai Disaster.

Article History

Received: 16/02/2021; Accepted: 09/03/2021

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Introduction:



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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)



NIU International Journal of Human Rights

A UGC CARE Listed Journal

ISSN : 2394 - 0298

CERTIFICATE OF PUBLICATION

This is to certify that

Mr. J. Yuvaraj

Assistant Professor, Department of Visual Communication, Sathyabama
Institute of Science & Technology, Chennai.

for the paper entitled

A STUDY ON EFFECTIVENESS OF ONLINE EDUCATION IN RURAL AREAS AND
STUDENTS BEHAVIOUR IN E- LEARNING

University Grants Commission

Approved Vol. 8 (III) - 2021

in

NIU International Journal of Human Rights

UGC Care Group I

ISSN : 2394 - 0298



Editor



SATHYABAMA

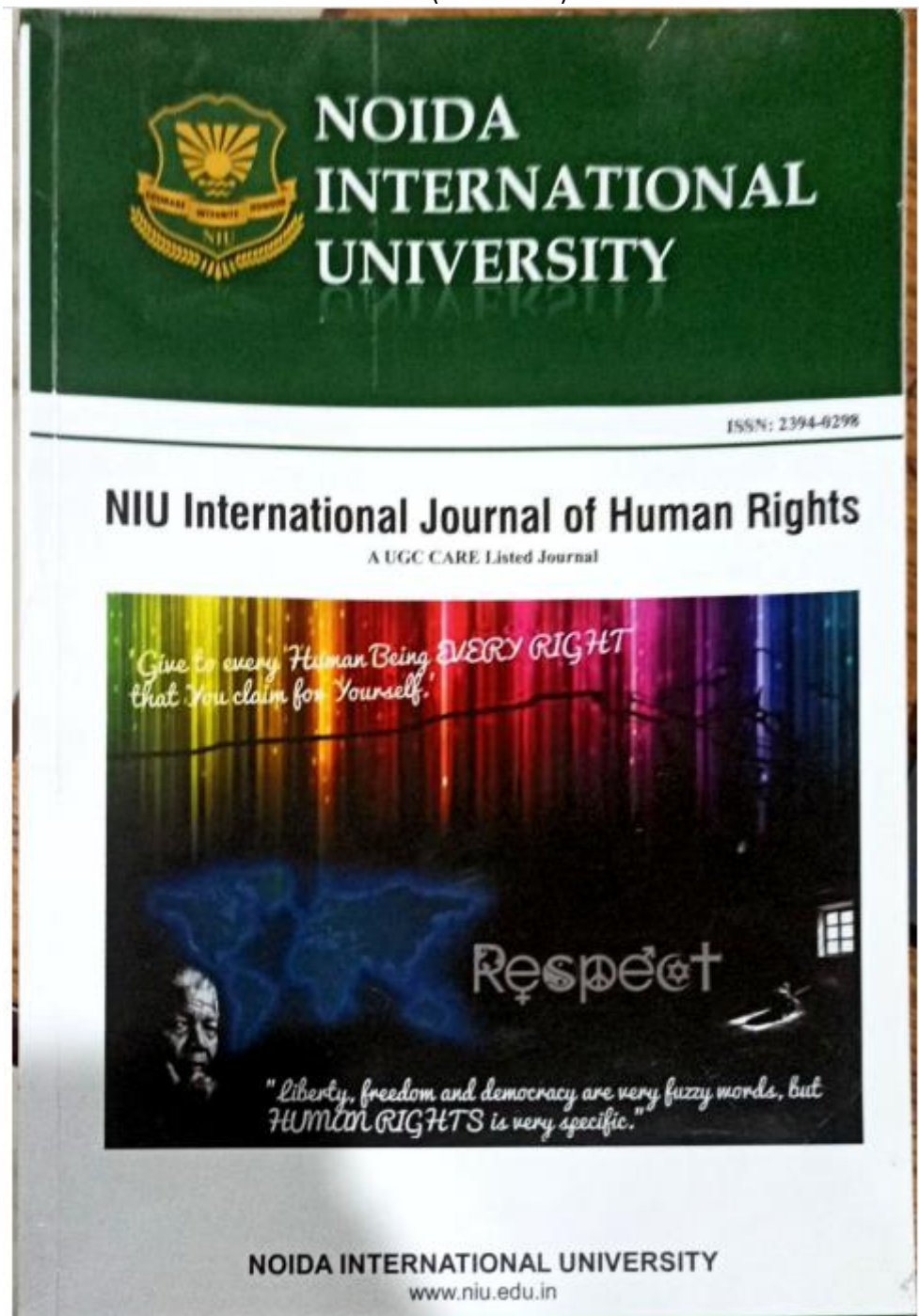
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SCHOOL OF SCIENCE & HUMANITIES DEPARTMENT OF VISUAL COMMUNICATION 3.4.5 (2020-2021)

A STUDY ON EFFECTIVENESS OF ONLINE EDUCATION IN RURAL AREAS AND STUDENTS BEHAVIOUR IN E-LEARNING

A STUDY ON EFFECTIVENESS OF ONLINE EDUCATION IN RURAL AREAS AND STUDENTS BEHAVIOUR IN E-LEARNING

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ABSTRACT

Covid-19, as a global pandemic, has called for social distancing. World wide web created a platform to enhanced the E-Learning method. People started practicing to stay indoors and sitting idle indoor may lead to mental stress. Online learning is playing an important role Hence to keep people engaged and free from mental stress. During this pandemic situation Online learning is the best solution. Professors, teachers are utilizing the virtual classrooms to teach from home with all necessary tools which makes the online sessions as effective as traditional ones. Pandemic changed the teaching learning method, learners to stay at home for long period of time and obstruct teaching-learning process. This Research frame work emphasis beneficial of online learning during times of crises like pandemics. Therefore, some tools and techniques for online learning which can ensure the continuity of learning are highlighted. Technology and smart classrooms are not only transforming education in highly paid private schools, but it is gradually making inroads in government schools. Consequently, e-learning is now the way to transform the education sector. The preparation of teachers for online classes changed. Online learning is showing a positive transformation and schools and colleges in rural areas are also adapting to technology day by day. It is motivating to see that rural areas are stepping up to transform traditional education into a digitally-enhanced process. While the benefits of online learning are manifold, there are still many roadblocks in the way ahead towards making education an entirely digital (online) phenomenon. When it comes to Online Education or E-Learning, rural population students are not completely equipped with utilities like fast internet, uninterrupted power supply and electronic devices. Student behaviour and attitude changed in online classroom. There have been improvements regarding basic infrastructures facilities but many rural areas in India are still grappling with these challenges to make education completely digital or online.

Keywords: Rural education, distance education, Smart classroom, Internet, online instruction, student behaviours/attitude, teacher preparation, World Wide Web, Government school.

I. INTRODUCTION

We live in a digital era. Gone are the days where we have to stick to a giant-size black box with a hand receiver to speak with someone who must have the same then-so-called telephone machine. Now, with ease, we can get connected to someone on the other side of this planet instantly. Social messaging applications and e-mail features have taken away the hassle of sending handwritten letters and wondering when it will reach the recipient. Until a few years back, no one thought we would order food online and get it delivered at our doorstep. Bill payments are superbly-easy to carry out. No doubt, the modern technologies have changed our life in a whole different sphere than what we had been few decades ago and we have to agree to the fact that future generations to come will lead a completely different lifestyle.

What matters is, out of 195+ nations, how many countries have these technologies available for the people. It will become morally meaningless if these features are not available and accessible to all class of people across the globe. As the developed countries are reasonably a way forward in science and technologies, they get to access and enjoy the inventions sooner of their coming. However, the developing countries have to go through few processes to get the technology available to their Government and people. It is further challenging for the undeveloped countries. India is considered to



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KALA SAROVAR

UGC CARE Group - I Journal

ISSN : 0975-4520

CERTIFICATE OF PUBLICATION

This is to certify the paper Entitled

THE NEW NEWS PLATFORM AND THE MILLENNIAL CONSUMERS

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Approved Journal

Published in

Vol-24 No.01(V) January - March 2021

Kala Sarovar

ISSN : 0975-4520

UGC Care Group – I Journal


Editor
Kala Sarovar

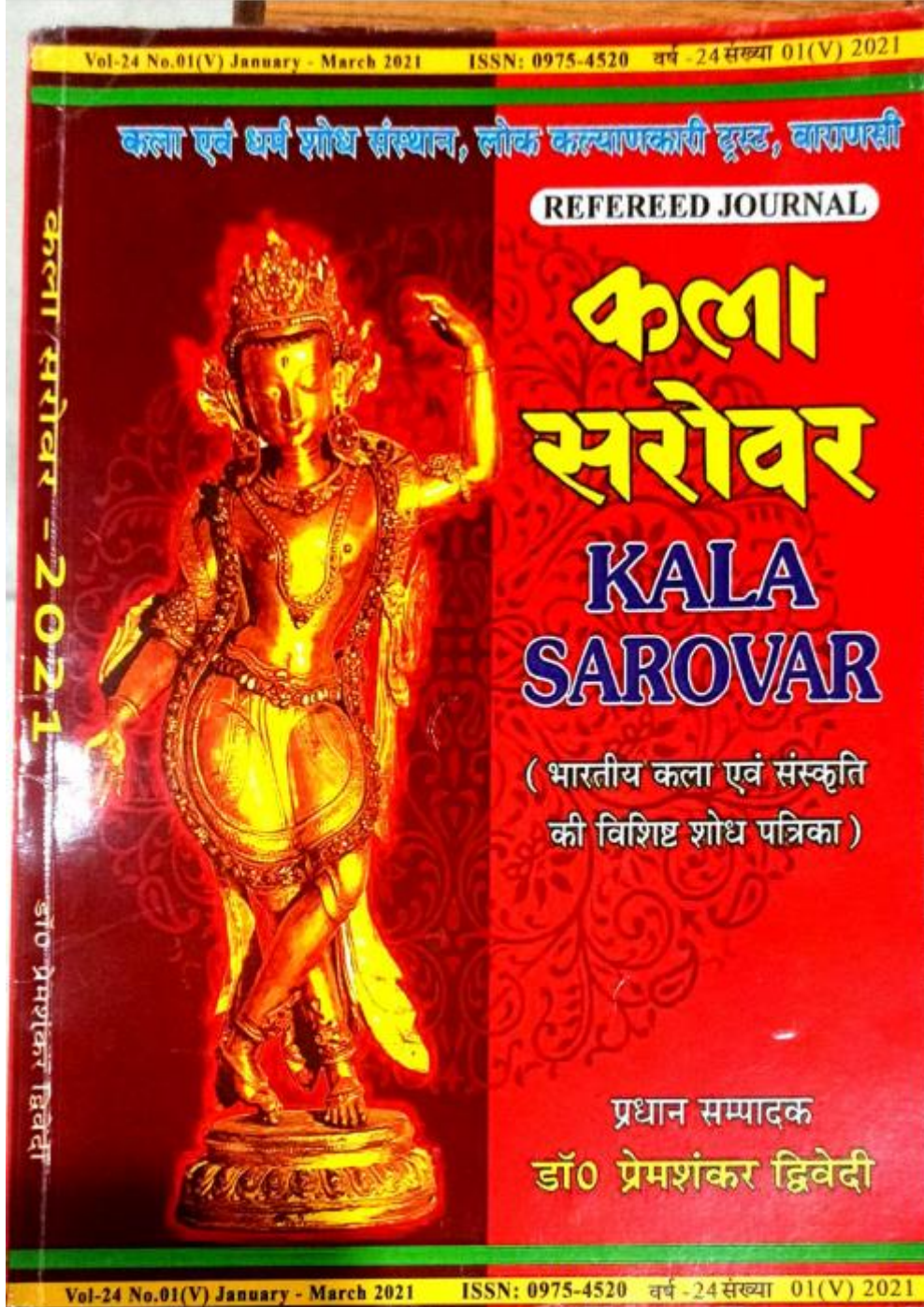


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3.4.5 (2020-2021)

Kala Sarovar
(UGC Care Group-1 Journal)

ISSN: 0975-4520
Vol-24 No.01(V) January - March 2021

THE NEW NEWS PLATFORM AND THE MILLENNIAL CONSUMERS

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Abstract — The technology has been evolving drastically in today's era providing access to the current millennial with availability of various resources from the internet. In today's life a millennial is interacting with many various activities throughout the internet with various content put forth in front of them. A millennial can easily tap into any News from various part of the world of their own interest. Thus this study is the assessment of the news consumption of an individual.

Keywords—NEWS, content, millennial, news consumption

1.INTRODUCTION

The present youth or the millennial is living in the era where the news content is updated throughout the day. This leads them to access the news from the various platform such as PC, Mobile, Television, Newspaper, Magazines, Radio, which also has shaped the knowledge which they gain from the news and in turn the news influence the life of the young mind with the content which is provide to them. The evolving technology has now news in various platforms, which questions the content of the news provided to the millennial's are correct or incorrect due to its over production. What a millennial does to refine the news provided to them in order to get the proper news content from the various sources. The majority of the youth population pounce over news to update themselves with the various content which helps them in their day-to-day life. NEWS plays a major role in an individual's life which has become a part of their Education, Lifestyle, Entertainment, Sports, Politics, General issues and other aspects. The millennial being in the evolving culture of digital and print media are now a part of the era where they spend more of their time acquiring information about the day-to-day happening whether it may be a product which is sold online or the scientific finds which happens on the other side of the globe. The tendency of a youth is to know about the things which are happening in and around them which tunes and nurture the mind of an individual towards their well-being in life. The dynamical change in the NEWS from the print media to a digital media where a person can be confident as an individual in their idea, conversation, improving their lifestyle.

1.1 CONSUMING OF NEWS

Consumption of news has now become a part of our busy life, to know about the thing happening around the world as an individual we gather information about the fact about a particular issue or the content which is available in the current world. This nurture the mind of an individual or shapes a community as a whole, because the can be driven and have a negative impact of oneself if not checked properly. Since we have various platforms providing news in various ways such as Print media like Newspaper, Magazines, Digital media like News-websites, Television, Social media news. Each individual has their own preferences to gather news with they are interested with and they gather news from various sources. It has now become a habit which one can't avoid due to it's presentation of the content which grabs the attention to make an individual look into the particular content.



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3.4.5 (2020-2021)



SARDAR PATEL INSTITUTE OF
ECONOMIC AND SOCIAL RESEARCH

anveshak

A bi-annual journal

CERTIFICATE OF PUBLICATION

This is to certify that the paper entitled

THE IMPACT OF ONLINE PROMOTIONAL STRATEGY AND STUDENTS ATTITUDE ON
ONLINE SHOPPING TOWARDS ONLINE MARKETING

Authored by

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University Grants Commission

Approved Journal
vol. 51 No. 01(III)

in

Anveshak A bi-annual Journal

UGC Care Group - I

ISSN : 0378 - 4568

January – June 2021



A bi-annual journal



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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

ISSN : 0378 4568

anveṣak

A bi-annual journal

VOL. 51, NO.1 (III) January - June 2021



Sardar Patel Institute of Economic and Social Research

Thaltej Road, Ahmedabad - 380 054. India



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SCHOOL OF SCIENCE & HUMANITIES DEPARTMENT OF VISUAL COMMUNICATION 3.4.5 (2020-2021)

A STUDY ON EFFECTIVENESS OF ONLINE EDUCATION IN RURAL AREAS AND STUDENTS BEHAVIOUR IN E-LEARNING

A STUDY ON EFFECTIVENESS OF ONLINE EDUCATION IN RURAL AREAS AND STUDENTS BEHAVIOUR IN E-LEARNING

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ABSTRACT

Covid-19, as a global pandemic, has called for social distancing. World wide web created a platform to enhanced the E-Learning method. People started practicing to stay indoors and sitting idle indoor may lead to mental stress. Online learning is playing an important role Hence to keep people engaged and free from mental stress. During this pandemic situation Online learning is the best solution. Professors, teachers are utilizing the virtual classrooms to teach from home with all necessary tools which makes the online sessions as effective as traditional ones. Pandemic changed the teaching learning method, learners to stay at home for long period of time and obstruct teaching-learning process. This Research frame work emphasis beneficial of online learning during times of crises like pandemics. Therefore, some tools and techniques for online learning which can ensure the continuity of learning are highlighted. Technology and smart classrooms are not only transforming education in highly paid private schools, but it is gradually making inroads in government schools. Consequently, e-learning is now the way to transform the education sector. The preparation of teachers for online classes changed. Online learning is showing a positive transformation and schools and colleges in rural areas are also adapting to technology day by day. It is motivating to see that rural areas are stepping up to transform traditional education into a digitally-enhanced process. While the benefits of online learning are manifold, there are still many roadblocks in the way ahead towards making education an entirely digital (online) phenomenon. When it comes to Online Education or E-Learning, rural population students are not completely equipped with utilities like fast internet, uninterrupted power supply and electronic devices. Student behaviour and attitude changed in online classroom. There have been improvements regarding basic infrastructures facilities but many rural areas in India are still grappling with these challenges to make education completely digital or online.

Keywords: Rural education, distance education, Smart classroom, Internet, online instruction, student behaviours/attitude, teacher preparation, World Wide Web, Government school.

I. INTRODUCTION

We live in a digital era. Gone are the days where we have to stick to a giant-size black box with a hand receiver to speak with someone who must have the same then-so-called telephone machine. Now, with ease, we can get connected to someone on the other side of this planet instantly. Social messaging applications and e-mail features have taken away the hassle of sending handwritten letters and wondering when it will reach the recipient. Until a few years back, no one thought we would order food online and get it delivered at our doorstep. Bill payments are superbly-easy to carry out. No doubt, the modern technologies have changed our life in a whole different sphere than what we had been few decades ago and we have to agree to the fact that future generations to come will lead a completely different lifestyle.

What matters is, out of 195+ nations, how many countries have these technologies available for the people. It will become morally meaningless if these features are not available and accessible to all class of people across the globe. As the developed countries are reasonably a way forward in science and technologies, they get to access and enjoy the inventions sooner of their coming. However, the developing countries have to go through few processes to get the technology available to their Government and people. It is further challenging for the undeveloped countries. India is considered to

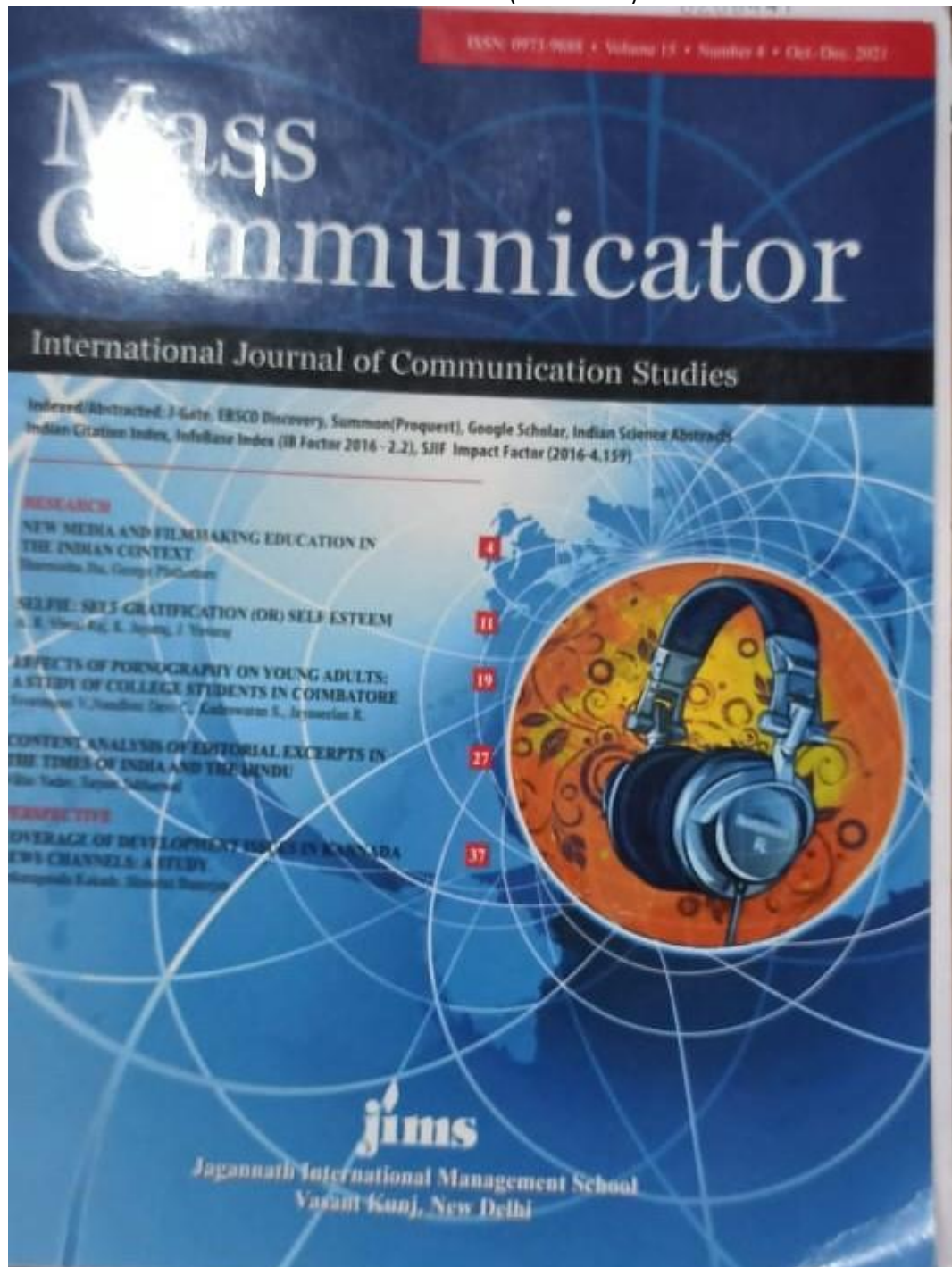


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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

Research

DOI NO: 10.5958/0973-967X.2021.00019.3

SELFIE: SELF GRATIFICATION (OR) SELF ESTEEM

A. R. Vimal Raj* K. Jayaraj** J. Yuvaraj***

Social media such as Facebook, Instagram, LinkedIn, Whatsapp and Twitter, have influenced the life style of people all across the globe over the last two decades. Often wages of social media, and its relative innovation, are linked to rise of a new social and psychological phenomenon. Even though several studies have explored individual differences in available social networking, few have observed the current and widely popularized social occurrence of the "selfie" (a self-portrait picture of their own). The objective of this empirical study is to observe the influence of selfie on self-gratification among youth in higher education. A questionnaire has been created based on secondary data and a total of 100 students were selected randomly for the present study. The objective of study is to understand the concept of self gratification and self esteem among the students and to examine the sudden rise of "selfie" culture among the students.

Keywords: Social media, Selfie, Self-esteem, Self-gratification, Networking sites.

Photography has been an elaborate act, a celebration of family, a trophy occasion, where a photographer had to be summoned, and then briefed about the occasion and its grandeur. On the other hand, currently taking a picture of ourselves (Self Portrait) is an act over done using timer mode in early days of photography. It has been thought and considered that photograph presents better than the reality. To take a portrait shot one requires a studio or a camera. The cell phone embedded with camera paved new way of celebrating life. Take your own photo, why depend on others is now a recent trend on social media. The role of photographer in portrait shot has been sidelined. Photographer is no longer there to shout to say "Say cheese" and all is done by us. Once Pictures belonged to photographers now belongs to all who have the device.

"Photography Prohibited" - if you take a photography you will be in trouble can be seen everywhere. The statutory warning appears at the airports, in front of Defense Ministry, Government and Private establishments. The over indulging behavior of common man has created a code of conduct in public. Over the past years, with the coming cameras on mobile phones people have started capturing anything and everything and sharing it on different social media platform's causing situations of embarrassment for not only individuals but also organizations and governments.

Selfie - Self Portraits:

Self-portraits or selfies gained popularity in the middle of 19th century. Selfie is a kind of self-portrait that became popular with the coming of mobile phones. The word got more familiar since the Oxford Dictionaries announced "Selfie" is the Word of the Year, on November 18, 2013. The mobile phone camera has created a platform for all to become a self-made photographer. Also the sense of occurrence associated with taking photographs is gone. Selfie can also be used as DP (Display Picture). The "Selfie" is taken

universally to show who we are? Where we are? What we do? And how we look?

The "looking-glass self" is a psychological idea that recommends to develop our sense of self based on the views of those we interact. Mullai, E.L.V.I.R.A., Macaj, O.R.G.E.S. A., & Kotherja, O.R.T.E.N.C.A (2017). Studies have shown that the observations on Facebook profile picture powerfully affect the level of perceived social, physical, and professional attractiveness. One of the differences between the self-image in reality and online is the ability to change the look, and also mask one's identity. Where the filters make any photograph look more attractive than what the image really looks like, let alone what the naked eye would've seen. There has been fewer psychological studies on the app, but one in particular showed that active users were apprehensive with both personal production and social reception. This is the age of selfies where people have the option to post their pictures with help of the powerful smartphone. This research investigates the impact of selfie on self-gratification among students through the following research questions:-

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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)



KALA SAROVAR

UGC CARE Group - I Journal

ISSN : 0975-4520

CERTIFICATE OF PUBLICATION

This is to certify the paper Entitled

LOOKING GLASS 'SELFIE': EFFECTS OF EXPOSURE TO SOCIAL MEDIA ON SELF GRATIFICATION AND SELF ESTEEM

Authored By

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Assistant Professor, Department of Visual Communication, Sathyabama Institute of Science and Technology, (Deemed University), Chennai, Tamilnadu

Published in

Vol-24 No.01(I) January - March 2021

Kala Sarovar

ISSN : 0975-4520

UGC Care Group – 1 Journal





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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)



NIU International Journal of Human Rights

A UGC CARE Listed Journal

ISSN : 2394 - 0298

CERTIFICATE OF PUBLICATION

This is to certify that

A.R.Vimal Raj,

Assistant Professor, Department of Visual Communication, Sathyabama
Institute of Science and Technology, (Deemed University), Chennai,
Tamilnadu

for the paper entitled

**RISE OF DIGITAL CONTENT AND ITS SOCIO-CULTURAL INFLUENCE
ON COHABITATION**

University Grants Commission

Approved by
Vol. 8 (I) - 2021

in

NIU International Journal of Human Rights

UGC Care Group 1

ISSN : 2394 - 0298


Editor



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SCHOOL OF SCIENCE & HUMANITIES
DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

UGC CARE Group I Journal

ISSN : 0975-7945

KALĀ

The Journal of Indian Art History Congress

Certificate of Publication

Certificate of publication for the article titled:

**PARADIGM SHIFT IN WOMEN CENTRIC TAMIL FILMS: CONTENT
EVOLUTION AND CRITICISM**

Authored by

A.R.Vimal Raj,

Assistant Professor, Department of Visual Communication, Sathyabama
Institute of Science and Technology, (Deemed University), Chennai, Tamilnadu

Volume No. 27 No. 1(II) : 2021

in

KALĀ : Journal of Indian Art History Congress

Impact Factor = 6.125



Editor:
Kala Journal



ज्ञान-विज्ञान विमुक्तये

UGC

University Grants Commission

Approved Journal



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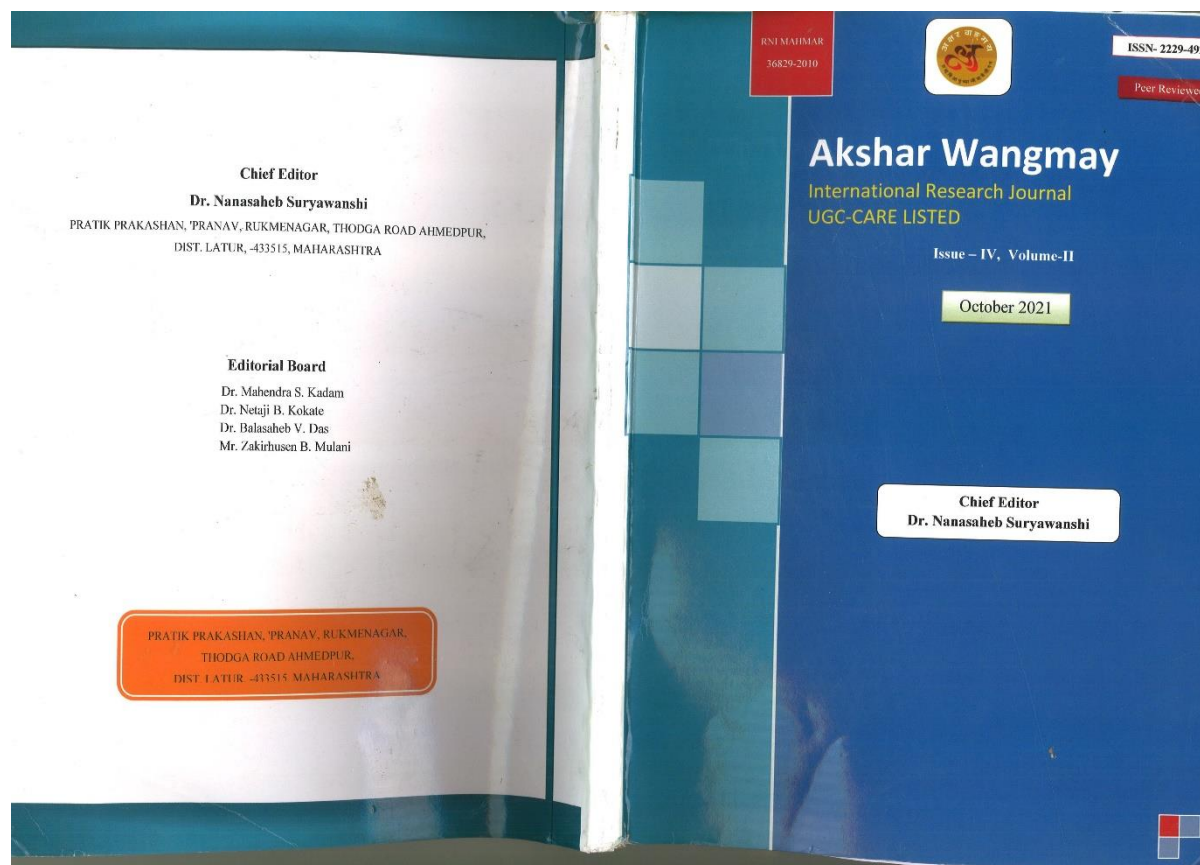
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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

'Akshar Wangmay' UGC Care Listed, International Research Journal ISSN: 2229-4929, October– 2021
Issue-IV, Volume-II

The Growing Culture of Cohabitation in Indian Entertainment Medium

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Abstract:

Cohabitation is a kind of mutual understanding between two people who are not legally bounded rather in a state of live in relationship. This kind of relationship involves romance or sexual relationship on a temporary or permanent basis. Cohabitation in India is a taboo and people find it very difficult to accept this concept since they come from a conservative background. Even though it is not a crime in India, people hesitate to accept this concept. Those with high moral standards still oppose and reject the very idea of cohabitation. The entwined mind of each other may have an emotional connection resulting in flirting, exchanging sexually explicit contents and thinking of each other all the time or lust affairs which focuses on steam in bed by having intimate sexual relationship. Entertainment medium in India today pay more attention to sell this concept in young minds. And make them believe it's natural and convince them in a state of false consciousness. This research paper tries to address the problem by analyzing the content appeared in dominant visual medium.

Key words: Cinema, Culture, cohabitation, Big Boss, Live-in, Relationship, TV,OTT

Introduction:

The sexual autonomy over one's choice of living has deeper effect in our society. The recent verdict on decriminalizing LGBT section 377 by five-Judge constitutional bench and removing adultery as a criminal affair under Section 497 by Justice D Y Chandrachud had created intense debate in news channel. The so called conservative tag attached in Indian culture is changing by judicial amendments in the country. But these changes had not happened over night and it cannot be considered as a breakthrough of moral standards imparted through the ages. And it's the right time to question how these changes accepted without much havoc in our society. We as a responsible citizen should think how our media constructs and prepares the mind of gen z. Today's bollywood films like Katti Batti, Shuddh Desi romance, Me Aur Main, Aashiqui 2, Cocktail, Pyaar Ka Panchnama, Saalam Namastae,, etc. have profound effects on live in relationships. Cinema considered as entertainment medium sells ideology to the massive crowd. And not only cinema we should also think how the TV show BIGBOSS sells live in idea, the core idea of staying together in BIG BOSS reaches each and every household. The younger generation views of live in relationship are constantly changing after watching TV & Cinema. Even in kollywood which has strong cultural root and serious implication over controversial ideas are passive these days. For example films like O kadhal kanmani, Kattru Veliyidai, Pyar Prema Kadhal are positively acknowledged by mass audience. Prioritizing such concepts may change the idea of leading life together in unusual way. . Films actually feed our unconscious sexual desire and force our ID level to look for an opportunity. Such unconventional concept may not be a welcome sign for some sectors in the society. The true fact is the opposing sector may not accept through cinema however they acknowledge the same idea broadcasted through television.

Films and TV shows are considered as integral part of Indian families. It is strongly perceived that we live in a state of false consciousness and accept certain ideas which affect our society. The idea of BIG BOSS may corrupt the minds of young and give them new idea of live in relationship. The creators may contradict with the researcher statement but still it has a profound effect on young minds and their behavior. Various YouTube channels like FILTER COPY, TVF, RVCJ, GIRLYAPPA and CINEMA CALENDER produce regular content related to cohabitation; they produce a lot of couple series and content which includes cohabitation concept as a part of that character's life. . The advent of technological developments in India gave people the access to the world. Various innovations and the influence of new media made westernization more feasible for every individual. And the fact is, Web series has impacted higher than films because series go on season after season and the main factor that makes people adapt things from them is the realistic setup and content. When people watch an English series they don't just follow the characters and the story, they follow the western culture too. There are students and young working class people who share their living space with peer groups. Many of them have not informed about this to their parents to prevent chaos in family and among relatives.

Review of Literature:

Live-in relationship can be defined as Un-married couple lives together for a longer period of time like marriage. According to Hindu Marriage Act 1955 and the Criminal Procedure Code 1973 does not recognize Live-in relationship. But The Protection of Women from Domestic Violence Act 2005 provides protects and grants alimony to women. According to Supreme Court to claim alimony the couple should



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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

'Akshar Wangmay' UGC Care Listed, International Research Journal ISSN: 2229-4929, October– 2021
Issue-IV, Volume-II

live akin to spouses in the society. But with the condition of qualifying to legal marriage, unmarried, and they must have voluntarily stayed together for a significant period of time. Law actually favors and preserves those who have legally joined hands together whereas in the case of cohabitation there are no rights and privileges guaranteed. The changing Pace of India was unimaginable when you compare with three decades ago. The percolating idea of cohabitation from western country is slowly cropping up in cosmopolitan and metropolitan cities. The obvious reason may have associated with urbanization, IT, Night life and western ideology. But the serious contribution is from Television and Cinema. "Mediatization" the term that describes on different social and cultural spheres happens over media influence. (Hepp 2009; Kim 2008; Bergmann 2006). Gugler sketches the developments of formerly negative depiction of marginalize sexual minorities to more positive and balanced depiction in mainstream media. (2015:150f). the researchers thinks that the mainstream media promotes whatever form it takes. Even though it is immoral and culturally wrong there is a selling idea in it and hence it is promoted virally in all forms.

In the article, Cultural Diversity and Cultural Adaptation by Dr. Jehangir Bharucha, (2017) The researcher elaborated that the ancient culture today is being influenced by globalization and the new generation of India is slowly leaning towards the dominant western culture. They concluded that the youth, which is under the constant influence of western media, culture, cinema, music is slowly inclining itself to the global culture. The older generations, at the same time, are rooted in their old habits and have not adapted. But as India heads towards growing literacy and increasing access to the internet and information, westernization through globalization cannot be averted for too long. In the article, Impact of popular MTV reality shows - splitsville, big boss, and roadies on youth in Bangalore by Rachana Prakash and Leena Philip (2018), the researchers critically analyzed the impact on the present-day viewer's exceptions and preferences in watching the above MTV reality shows. The researchers concluded by stating that popular MTV reality shows have a negative impact on youth physically and emotionally and should be made less controversial and drama-base. Impact of Western Culture on Indian Culture by Manoj Prakesh (2018), states that the most common and genuine fear among conservative Indians (especially the elders) is that the widespread of westernization amongst Indians. The populace is influenced and has negative impact by the western culture which includes their food, clothes, festival, life style and ideology. The researcher concluded by saying that, India got a major transformation under westernization but forgetting our traditional values is also a matter of concern. This culture has its own positive and negative impact on our cultural system.

Objectives:

1. To study the portrayal of Live-in relationship in the film
2. To analyze cohabitation and pre marital affairs in the story
3. To study the impact of cohabitation concept among the audience
4. To find the cultural changes depicted in the film

Theoretical framework and Method:

The researcher adapted narrative method from qualitative research to analyze two different texts from TV and Cinema.

"Narrative analysis is particularly concerned with understanding the narrative conventions on which the stories draw and, in doing so, deconstructing the ways in which audience are being asked to make the sense of contact" And tries to study the definite cultural and social frameworks constructed in the text.

According to Tzvetan Todorov, as a rule the conventional narrative has five stages, though this can be rudimentary broken down to three stages:

1. State of equilibrium- Beginning
2. Disruption - some action or crisis.
3. State of Disequilibrium – Middle - Character(s) recognition that there has been a disruption, setting goals to resolve problem
4. Resolution - The Character(s) attempt to repair the disruption, obstacles need to be overcome to restore order.
5. End (State of New equilibrium) Equilibrium = a state of balance, normality in which the characters find themselves at the beginning. Reinstatement to the equilibrium. Situation is resolved, a conclusion is announced.

Analysis and findings:

Cohabitation paves ways to sexual autonomy of men and women as part of their inviolable core. The Intrinsic part of cohabitation is either bounded by emotions or sexual favors. The provision of penalizing or punishing the couple under the law is very difficult. It is again indoctrinated by film & TV



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DEPARTMENT OF VISUAL COMMUNICATION
3.4.5 (2020-2021)

'Akshar Wangmay' UGC Care Listed, International Research Journal ISSN: 2229-4929, October– 2021
Issue-IV, Volume-II

medium which helps to fulfill basic human urges and surely not build a strong emotional relationship. The beauty of Indian customs, Values and rich cultural heritage are dented by cohabitation and adultery concept in films and Television programs.

Big Boss:

The media attacks come from different forms like TV, Cinema and social media application. Let us discuss the core idea of the BIG BOSS reality show, the westernized thought comes from the BIG BROTHER reality show originating from Netherland. The show allows different people from different walks of life stay together in one house for a period of time. There is no external connection and the participant agrees to live in one house and assigned different task each day. The concept may not directly connect with Live-In relationship but it indirectly promotes the idea of staying together without any legal bonding. In India the concept worked well in all regional language as the audience perceives it as yet another reality show like super singers but the concept sells cohabitation unconsciously. And it seriously influence and affects our culture. The way they dress, speak, fight and romance are observed by young school going kids. It's an idea which prepares the mindset of parents and in a decade, Live-in will be common in every Indian family.

Plot of the Movie:

Pyaar Prema Kadhal (Tamil Movie): The movie is all about two lovers who agree to get into live-in relationship and try to lead their life with difference of opinions. Finally how they get along after a brief struggle is the story.

Pyaar Prema Kadhal:

In Pyaar Prema Kadhal a recent Tamil Movie promotes the positivity of cohabitation. The female lead plays a commitment-phobic generation character not willing to lead a usual family life with kids. She wishes to fulfill her desire and lead a commitment free life. And the Male lead character Sri plays the self-proclaimed conservative boy who wishes to lead a family life as per his mother wish. Parent-child relationship is less paternalistic in female lead character. The father of (Sindhu) female character is open minded and accept live-in relationship and acknowledge the daughter desire to stay with Sri. Egalitarian portrayal of female lead should be noticed, as our society never accepts the female to break the cultural values. The way it is portrayed gives women a new idea of being free from all family commitment and live the way they wish. The viewer's perception of Pyaar Prema Kadhal Film poses a threat to ideological construction of sexuality and immorality in Indian Family. In particular the last scene where the Hero and Heroine families positive argument over cohabitation and the climax of promoting sexual intercourse after three years of separation is a threat to our culture. Throughout the film sexuality override the emotion in love scenes. The character argument over marriage was pacified with sex. The film aims to give sex as a solution for conflicts and teach the young minds to get away from the concept of marriage. Every film that we watch teaches us different view on culture. In particular the promotion and selling Ideology of cohabitation in recent films by famous directors is not a welcome sign for healthy society.

Plot of the series: Livin'

The show revolves around three main characters namely Harish, Haritha, and Sam. Harish is a wedding photographer, Haritha a name creator who names new dishes made by star hotel chefs and Sam is unemployed smart software engineering who is working on his dream project "IRIS" an artificial intelligence who can interact and accompany humans. In the first episode Harish and Haritha meet on tinder by Sam's help later they decide to move in together. It's good news for them as this is big step in their relationship, but Harish's existing friend and a roommate Sam is in trouble to finding a new home.

Livin':

In the series, Harish and Haritha met on Tinder and started dating. After some dates, they decide to move in together. This Series is made in Tamil which deals with realism with the fact that. Harish's parents don't know about neither his Live-in relationship nor his love affair since Harish's father lives in a rural area and or not open to these cohabitation concepts. On the other hand, Haritha's Father approves of her daughter's Live-in relationship and he is fine with it since he is from the City and has a broad mind to accept these related concepts. In a way, this series tries to convey that city people are open to Cohabitation concepts than the rural people. This series also has a scene where Harish's house owner finding out about his Live-in Relationship, this again highlights that Cohabitation has tolerance with urban people; the owner even says positive encouragement about this trend and invites Harish and Haritha for dinner. At a point, Harish's parents find out about the relationship and his parents want him to marry her or leave her. But the couple wasn't sure if they are ready to take their relationship up to the next level. So at the end of the series, Haritha and Harish decide to end up the relationship on good terms and Haritha moves out. This story indicates the seriousness of the relationship in the current day scenario, some people's live-in



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'Akshar Wangmay' UGC Care Listed, International Research Journal ISSN: 2229-4929, October– 2021
Issue-IV, Volume-II

relationships are dealt with secrecy to their parents and when it's a matter of decision making related to taking the relationship to next level, these couples couldn't decide, because sometimes they aren't ready for marriage and committed relationship.

Conclusion:

The role of legal family bonding and cohabitation discussed in detail. Egalitarian representation of Gen Z in media and ideas of gender equality are decoded in this paper. Cohabitation portrayed in cinema gave new definition to freedom and privacy in India. As it is legal now we can expect more such ideas portrayed in Indian films. Individual choice of life like LGBT, Adultery and cohabitation are all threat to our culture. All these concepts are attached to choice, liberalism, individualism and freedom in mainstream media. If you can live as you wish then there shouldn't be any law, rules and norms. Conscience is deliberately killed in these types of movies and spoils the healthy life. It is the duty of the content providers to play a responsible role in creating such concept for mass audience to build a strong nation.

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Shodhasamhita : Journal of Fundamental & Comparative Research
Vol VIII, No. 1(XX) : 2022

ISSN: 2277-7067

ILAYARAJA CARNATIC DISCOGRAPHY - IMPLEMENTATION OF RAGA AND ART OF VISUALISING SONGS IN FILM

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Abstract :

India has been the Powerhouse for Music and employed Music in every situation like religious rituals, celebrations, festivals, etc. Millions of men and women are greatly benefited from Music in various ways from ancient times. Music is believed to usher in delight and peacefulness, and healing is considered its natural quality. It ensures that Carnatic Music also evolved in India around 3000 years ago. Carnatic Music is predominant in the Southern part of India. Raga is the backbone of Indian Music. And Indian composers have played a significant role in upbringing Carnatic Music to a whole new different level. Maestro Mr. Ilayaraja, a legend, is an Indian Composer and Music director who has countlessly contributed various types of ragas in his Tamil film Music since the 1970s. The intensity and meaning that Ilayaraja brings to his songs are impeccable and Ilayaraja has experimented with different Carnatic raga. This study's implication is to give a deeper understanding of the ragas connected with Tamil film songs and how critically he implemented ragas nuances into his various Tamil songs. And also, identifying how Music director Ilayaraja changed the Carnatic music scenario in the Tamil music industry is researched and analyzed. This research study is predominantly based on the raga that Ilayaraja used in his Tamil film songs from the 1980s and 1990s; a few pieces are selected which are purely based on the raga's style and analyzed core raga structure in the chosen film songs. And also, this Research showcases how Ilayaraja used distinct raga and executed them in his Tamil songs in multiple genres.

Keywords - Ilayaraja , Raga , Carnatic , Music

Introduction :

For every human individual, a companion joins in our life and is the reason behind the person's happiness and guides them through their life, that is Music. Music is something Intimate, a friend, guide, teacher, protector, challenger, and much more. This is a universal statement, but what is Music. A difficult question to answer. The specific combination of sounds that becomes Music can be explained in technical terms, but it's a Stimulus to the receiver - a complex stimulus. It is not the sounds themselves but what they do to us that makes those sounds "music." The senses define something to us as Music (Krishna, T, 2013)

A specific word comes to mind: Aesthetics, from the Greek word "aisthetikos."

Until and unless spending some time with this word, it will be impossible to formulate ideas regarding Music. People use aesthetics to describe personal tastes and sensibilities or in the context of pretty, beautiful, or pleasant things. A culturally conditioned sensibility and aesthetic is a taste or sense in Music.

Introduction to the Music

The connection between the Music and the listener is both intellectual and emotional. These create preferences for different forms of Music, hierarchies, and gradations in our minds. These hierarchies are



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'Akshar Wangmay' UGC Care Listed, International Research Journal ISSN: 2229-4929, October– 2021
Issue-IV, Volume-II

The Growing Culture of Cohabitation in Indian Entertainment Medium

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Abstract:

Cohabitation is a kind of mutual understanding between two people who are not legally bounded rather in a state of live in relationship. This kind of relationship involves romance or sexual relationship on a temporary or permanent basis. Cohabitation in India is a taboo and people find it very difficult to accept this concept since they come from a conservative background. Even though it is not a crime in India, people hesitate to accept this concept. Those with high moral standards still oppose and reject the very idea of cohabitation. The entwined mind of each other may have an emotional connection resulting in flirting, exchanging sexually explicit contents and thinking of each other all the time or lust affairs which focuses on steam in bed by having intimate sexual relationship. Entertainment medium in India today pay more attention to sell this concept in young minds. And make them believe it's natural and convince them in a state of false consciousness. This research paper tries to address the problem by analyzing the content appeared in dominant visual medium.

Key words: Cinema, Culture, cohabitation, Big Boss, Live-in, Relationship, TV,OTT

Introduction:

The sexual autonomy over one's choice of living has deeper effect in our society. The recent verdict on decriminalizing LGBT section 377 by five-Judge constitutional bench and removing adultery as a criminal affair under Section 497 by Justice D Y Chandrachud had created intense debate in news channel. The so called conservative tag attached in Indian culture is changing by judicial amendments in the country. But these changes had not happened over night and it cannot be considered as a breakthrough of moral standards imparted through the ages. And it's the right time to question how these changes accepted without much havoc in our society. We as a responsible citizen should think how our media constructs and prepares the mind of gen z. Today's bollywood films like Katti Batti, Shuddh Desi romance, Me Aur Main, Aashiqui 2, Cocktail, Pyaar Ka Panchnama, Saalam Namastae,, etc. have profound effects on live in relationships. Cinema considered as entertainment medium sells ideology to the massive crowd. And not only cinema we should also think how the TV show BIGBOSS sells live in idea, the core idea of staying together in BIG BOSS reaches each and every household. The younger generation views of live in relationship are constantly changing after watching TV & Cinema. Even in kollywood which has strong cultural root and serious implication over controversial ideas are passive these days. For example films like O kadhal kanmani, Kattru Veliyidai, Pyar Prema Kadhal are positively acknowledged by mass audience. Prioritizing such concepts may change the idea of leading life together in unusual way. . Films actually feed our unconscious sexual desire and force our ID level to look for an opportunity. Such unconventional concept may not be a welcome sign for some sectors in the society. The true fact is the opposing sector may not accept through cinema however they acknowledge the same idea broadcasted through Television.

Films and TV shows are considered as integral part of Indian families. It is strongly perceived that we live in a state of false consciousness and accept certain ideas which affect our society. The idea of BIG BOSS may corrupt the minds of young and give them new idea of live in relationship. The creators may contradict with the researcher statement but still it has a profound effect on young minds and their behavior. Various YouTube channels like FILTER COPY, TVF, RVCJ, GIRLYAPPA and CINEMA CALENDER produce regular content related to cohabitation; they produce a lot of couple series and content which includes cohabitation concept as a part of that character's life. . The advent of technological developments in India gave people the access to the world. Various innovations and the influence of new media made westernization more feasible for every individual. And the fact is, Web series has impacted higher than films because series go on season after season and the main factor that makes people adapt things from them is the realistic setup and content. When people watch an English series they don't just follow the characters and the story, they follow the western culture too. There are students and young working class people who share their living space with peer groups. Many of them have not informed about this to their parents to prevent chaos in family and among relatives.

Review of Literature:

Live-in relationship can be defined as Un-married couple lives together for a longer period of time like marriage. According to Hindu Marriage Act 1955 and the Criminal Procedure Code 1973 does not recognize Live-in relationship. But The Protection of Women from Domestic Violence Act 2005 provides protects and grants alimony to women. According to Supreme Court to claim alimony the couple should



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Mathematical Statistician and Engineering Applications

ISSN: 2094-0343

2326-9865

Measuring the Effect of E-Learning during Pandemic covid 19 Among Rural Students: The Case Study of Rural Students Residing in Chengalpattu

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Article Info

Page Number: 198-209

Publication Issue:

Vol 71 No. 3s2 (2022)

Article History

Article Received: 28 April 2022

Revised: 15 May 2022

Accepted: 20 June 2022

Publication: 21 July 2022

Abstract— The global pandemic, COVID-19 have initiated the social distancing and digital platforms to enhance the E-Learning method. People started practicing staying indoors and being idle within indoor may lead to mental stress. To make people more involved and stress free, online learning is playing an important role. In this pandemic situation, online mode of learning is the best solution. Professors and other teaching professionals are making use of the virtual teaching platforms to teach from their home with all effective tools needed, which indeed makes the online sessions effective as the traditional ones. Pandemic has changed the whole process of teaching and learning. This has made learners to stay at their place and connect virtually for a long period of time and which in turn obstructs teaching and learning process. This Research framework emphasizes on the beneficial aspects of online learning at the time of pandemics. The continuous learning process emphasized through online learning with some digital tools and techniques. Education is being transformed not only in private schools, but it is being slowly setting benchmark in government schools also. E-learning technology is now creating new avenues and transforming the education sector. The preparation of teachers for online classes has changed. As the rural area Schools and colleges are getting adapted to the technological advancement e-learning is getting into a positive transformation. It is a great motivating factor that the rural area is trying to adapt to the digitally enhanced learning method from the traditional methods. Even though having many benefits in E-Learning there are some obstacles in online learning, but still digital learning has employed. The one factor of consent is that the rural area students are not fully equipped with technological factors like uninterrupted power supply, internet and mobile devices. Student behavior and attitude has changed in online classroom. Still many rural areas in India are trying to find solution for the above challenges to become eligible to