

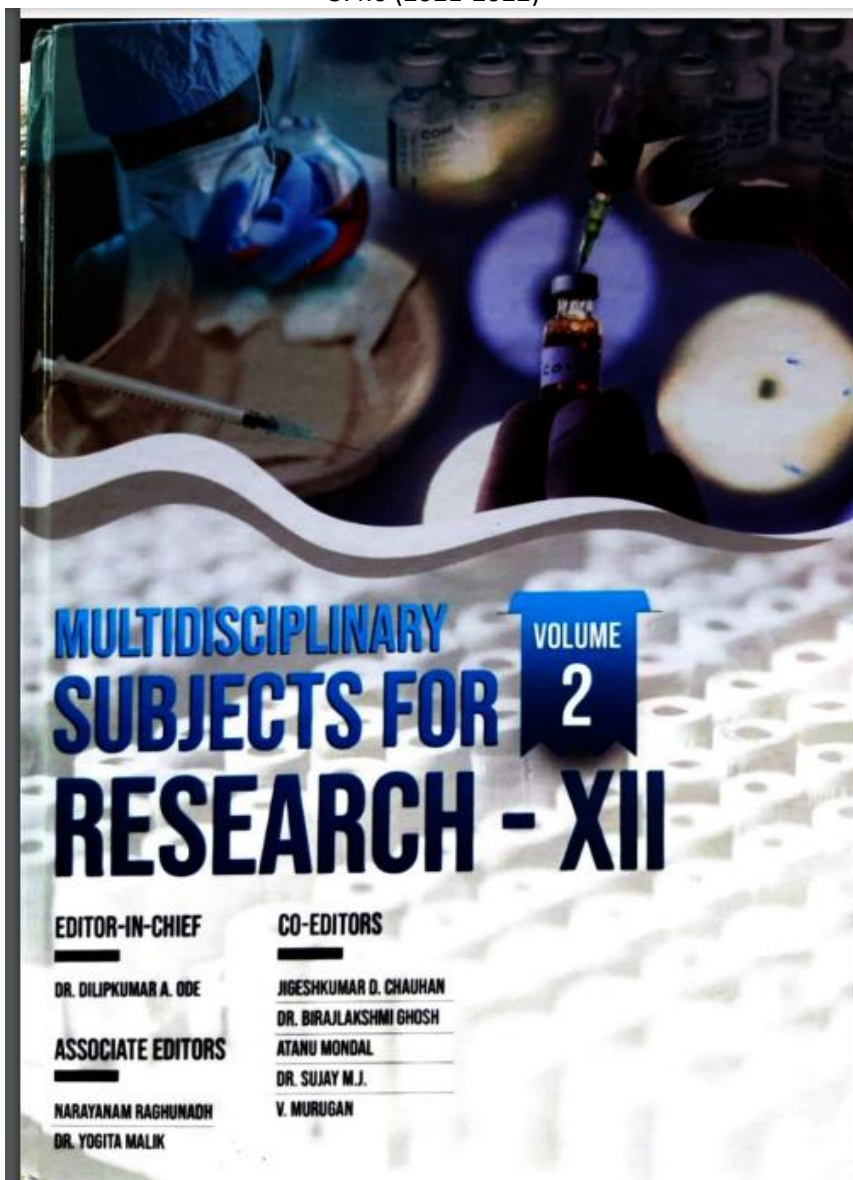


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SOCIAL MEDIA STUDENT CENTRIC LEARNING IN MEDIA EDUCATION



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❖ ABSTRACT

Social media is a sort of democracy opening up the floodgates of writing to all and demolishing all barriers standing in the way of freedom of expression, it is also a den for criminals loitering in the cyberspace, as if in the physical streets, to troll, cheat, harm, insult, deceive and indulge in all sorts of conceivable crimes. So, analyzing the advantages of social media on the whole, this study brings to light all negative features of social media and their impact on the perception and outlook. Using cognitive load theory and research designs, the research also delves deep into the question of how media students convert social media, stripping it of all its dark and negative features, into a powerful educational tool and how they use the digital tool to study the state and fate of social media with the media subject expert also psychologist.

Keywords: Student Centric Learning, Social media learning, 21st Centaury Media Education, Power of Social media in education

1. INTRODUCTION

Using internet and mobile phone as powerful tools of communication, social media reaches out even to the remotest and farthest corners of the globe, enabling users to share, discuss and disseminate content through visual, verbal and vivaciously graphic. Films, music, sports, politics, culture, personal life, feelings, pictures, words are assembling under the umbrella of technology in a social interaction. In the modern times, the real world seems to be giving way to the virtual world where there is a deluge of communities, comments, and commotions.

Gone are the days of person-to-person communication. Even up to the second part of the 20th century since time immemorial, human beings, in almost all countries and regions, used to assemble informally under the trees or under the moonlit skies and chat about all things personal, interpersonal, intrapersonal, social, political, economic and cultural. The now common digital chat rooms in social media, in fact date back to that age-old practice is similar to that old chat style. The only difference is that nowadays man speaks, staring in the face of 'cloud' rather than in the face of a fellow human being.

1.1 Social Media in Media Education

Though many researchers have pointed out that media students are using social media mostly for personal pleasure, teachers can play a major role in driving home to students the educational advantages of social media and demonstrating to them how social media can be used for intellectual and mental health of the media students. Teacher's role in education is not just to define or dictate ideas, generate or assign contents, but also to help every media learner to construct learning paths to help them learn how to learn (Anderson & Dron, 2011).



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Effect of Print Media Advertising Towards Car Buying Behaviour Among Customers in Salem District

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ABSTRACT

The automobile business is one of the biggest trades in India and its growing gradually each year. Most of the people are buying cars and other vehicle according to their capacity of income, generally car selling and buying occurred through advertisements. Print and Electronic medias are contributing lot for selling and buying the any products, especially automobile's marketing depending on Print media ads means Newspaper Advertising. This paper indulges in studying the buying behaviour of cars in Salem District in Tamilnadu. As a dealer a person who needs to know that how consumers make decisions for buying a particular product. One of the main tools of advertisement media is newspaper. This tool for advertisement which is easily reachable to the people and where almost all the marketers can market their product. This study focused on the effect of newspaper advertisement on consumer buying behaviour specifically on the buyer of the car.

Keywords: Print media Advertising, Car buyer, Customer, Salem District, Car buying Behaviour

I-INTRODUCTION

Advertising is a means by which non-personal information about products (goods, services, or ideas) is communication in a structured and composed manner. It is usually paid for by a known entry. You have been reading, watching, listening to and looking at advertising since you were a child. Motor vehicle industry is well-advised and one of the primary industries related to construction industry as it offers the opportunity to grow up with it. The car trade depends on the electronics, electrical, steel industry, glass and plastics industries etc. In India the first car purchased by Maharajas and British rulers during the British era in 1898. Until the 1930s, there were no local production of cars but cars were imported directly, albeit in very small numbers. After 20 years, an import substitution programme was launched, which focused on manufacturing all the parts locally as a result the import



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Narrative Analysis of Tamil feature film 'Nenjam Marappathillai'

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2. N. Nazini, Assistant Professor & Head, Department of Visual Communication, Sathyabama Institute of Science and Technology, (Deemed University), Chennai, Tamilnadu

Abstract

A film is not only made to entertain audience but also to trigger the feeling and emotions among audience. Film adaptations are so common now-a-days that most of the popular novels, epics and short stories are turned into a film within no time. It can be seen in television, films, musicals, drama and internet or even in theme park and video games as well. (Hutcheon:2006). This film is based on the Holy Bible moral values and it has lot of latent meaning buried inside. This analysis is about "Nenjam Marapathiliye" directed by Selva Ragavan and released on March 2021. As a formal system, film is a narrative and uses some or all the principles of narrative construction mentioned in Propp's functions. In this detailed narrative analysis, disputes such as how the meaning is built will be addressed and how the narrative in a movie is constructed can be understood by applying semiotics analysis.

Keywords: Narrative analysis, selvaragavan film, god, evil, Nenjam Marapathillai

Introduction

As the significant technological developments of the 21st century, cinema intrudes such a narrative form to discourse common people. Films are consisting of shots and which include many filmic technical elements that have constructed narrative style. Basically, Films are communicated through visual language. Content and Form of a film need to follow a careful constructive expression. Form and content cannot be separated. Film quality created between the content and technical aspects which are basic building blocks of film story. Whether documentary or fictional, are the one of the story telling forms in contemporary world. Tradition culture or religion has evolving through story telling in many forms. Expressive visual language is based on images with a narrative including many filmic elements. Syntagmatic and paradigmatic analysis studies the surface structure of a text. We can explore elements of Character structure in the movie. The motive was to find the relation between Propp's narrative units and sequence formation of 'Nenjam Marapathillai (2021)' movie.

Narrative works as mechanism generating meaning in two propositions. Narrative analysis inspects not only inner meanings of the texts but also the ways of ideas influences interact through the same structural narratives. A narrative analysis is done from two approaches.

1. Syntagmic method is derived from the formalist work of Vladimir Propp and inspect the sequential progress of narrative plots.
2. Paradigmatic method is derived from structuralist work of Claude Levi-Strauss (1966) and reflects the patterns of oppositions that occur within the narrative and how they added to the development of the story. (Hansen et. al. 1998, p. 142).

Analysis of the associate meanings among symbolical elements, technical specifications, codes and nominal, which are visible in the narrative structure, will surely help to given the meaning of the text. Because the plot inseparably intertwines with the sequential progress of the story, these terms need to be explained in earlier.



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**SOCIAL MEDIA FOR NATURAL DISASTER MANAGEMENT AND
AGRICULTURE DEVELOPMENT**

Mr.A.R.Vimal Raj & Dr.N.Nazini,

Abstract

Social media is a broad term which encompasses the amalgamation of the traditional media such as film, images, music, spoken and written word with the interactive power of computer and communication technology. The rise of social media has increased communication between people all over the world and the internet. Social media radically breaks the connection between physical place and social place. A good deal of interest has been aroused in India and other developing nations on the role of social media as an instrument of sustainable grassroots development. The role of social media in natural disaster management is primarily emphasized in this concept paper which is based on qualitative research.

Key words: Social Media, Disaster Management, Agriculture, Social development

INTRODUCTION

The social networks have gained the power to sensitize the various stakeholders of development. The online Social Networking enables people to maintain and to extend their personal and professional networks, as well as to facilitate the flow of information through these networks. The mobile communications and social media have gained a great deal of attention and research for their ability to raise awareness of issues, improve monitoring of environmental and social realities, and as social networking for better governance and development. The role of social media in the process of development has become a prominent subject of research over a period of time.

Social media holds out possibilities of on demand access to content anytime and anywhere on any digital device. Social media also provides the benefits of interactive user feedback, creative participation and community formation around the media content. Scholars have noted that social media have technical capabilities that have blurred the distinction between interpersonal and mass communication. There is greater penetration of social media into rural and remote areas in Asia, Africa, Latin America and Middle Eastern regions which are known as developing and less developed areas in the world

Role of Social media in Natural Disaster Management

The major types of disaster include - natural disasters and man-made disasters. The disaster management cycle includes - disaster phase, response phase, rehabilitation phase, risk mitigation phase and preparedness phase. Kaku and Held (2013:06) have pointed out that the environment is facing a series of threats caused by unscientific and unnatural approaches to development. Cardona (2003:04) has stated that natural disasters are not totally discreet events. Their possibility of occurrence, time, place and severity of the strike can be reasonably and in some cases accurately predicted by technological and scientific advances. Attzs and Samuel (2007:02) have noted that there are several stakeholders of natural disaster management. Social



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in the process of natural disaster management by highlighting the contributions, providing tax-reliefs and quick and efficient mechanisms of donations.

In India, the central government, state governments, NGO's and other agencies have been actively involved in the process of natural disaster management. Social media intervention for natural disaster management assumes great significance in the new millennium. It is essential to have a vision backed up by appropriate research action on this subject in order to achieve resounding success in the field of natural disaster management through effective and systematic application of social media on the basis of empirical evidence.

Social media for agricultural development in India

Media intervention for agricultural development is widely acknowledged by the policy makers and scholars who consider that the goal of development communication is the creation of a new society on the basis of human values and principles of natural justice. Series of agricultural development projects have been implemented in India with a view to enhance the social and economic status of farmers, artisans and others in the countryside. Practically, a social network is a social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, kinship, dislike, conflict or trade. The mainstream social networking sites place the individual user at the centre of their own universe. These 'horizontal' networks enable individuals to maintain and to develop connections with various people across the globe. The online social networking enables people to maintain and to extend their personal and professional networks, as well as to facilitate the flow of information through these networks. The intervention of social media for agriculture and rural development has been widely discussed and debated all over the world. The role of social media in the process of agricultural development is primarily discussed in this concept paper.

Social Media as a tool for Development

The development of social media has inextricably linked to the right to development that has been recognized by the United Nations. The right to development is "an inalienable human right by virtue of which every human person and all peoples are entitled to participate in, contribute to, and enjoy economic, social, cultural and political development, in which all human rights and fundamental freedoms can be fully realized." The majority in the UN Declaration of the Right to Development was unanimously accepted in the Vienna Declaration and Programme of Action in 1993. A new age of social networking has begun with commendable technological advancements and applications. In the present times, public communication has become restricted and also has changed the relationship between the public, the media and state, notes Wresch (1996:06).

Interactivity has become a key term for the number of social media use options evolving from the rapid dissemination of internet access points, the digitalization of the media, and media convergence. Social media holds out a possibility of on-demand access to content anytime, anywhere, on any digital device, as well as interactive user feedback, creative participation and community formation around the media content. In the new millennium,



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Dr. N. Nazini & A.R. Vimal Raj

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Rights of Muslim Women: Empowerment through Education and Challenges

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ABSTRACT

Gender is a widely used phrase, but in actuality, gender discrimination is limited to women's education since women are the only ones who suffer from it. Gender discrimination is socially driven rather than biologically determined, and it may be reversed by adequate and sustained efforts by civil society organisations, governments, and women's education campaigns. Muslim women education is considered to be most back ward in the society as even compare to Hindu women by the Indian traditional culture and its customs. To examine socio - economic background Muslim women education of the living in the study district. Many Muslim women education are successfully engaged in all kind of works. She also walks boldly from out of house and mingle herself in the public activities even in Medias too. This was the better improvement when compare to the past still the 21st Century.

Keywords: Women, Empowerment, Gender Inequalities, Education

Introduction

In general, empowerment is defined as the acquisition of abilities that enable a person to become more self-assured, self-reliant, and capable of making independent judgments. When it comes to women, the power relationship that must be considered involves their lives on numerous levels, including family, community, market, and state. Women make up about half of the world's population, yet women have been denied equal rights in several regions of the globe. Women make up about half of the

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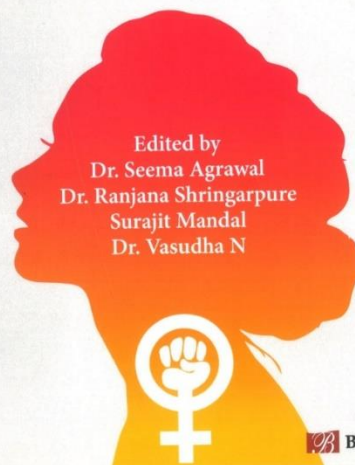
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A Feminist Movement: Empowering Women Through Cinema

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Introduction

In Indian film industry female gets only little role to play. It is totally controlled and operated by male and can be termed as male-dominated industry. The themes that were presented in the movies were mostly from the point of view of a male perspective and women were considered a secondary actor compared to the male. Movies like *Penmani Atal kanmani* (Directed by Visu) and *Oru veedu Iru vaasal* (Directed by K.Balachander) shows how an innocent woman suffers and becomes a victim of the male-dominated society uses them like a puppets. Mutually the cases like the male character is portrayed as docile or impotent who can't do anything to recover their state. The representation of women in Indian cinema is always a debatable topic and their portrayal is stereotypical and judgmental. They were depicted as a tool to satisfy the visual gaze of male. Though we discuss about the concepts of feminism and gender equality we still give less importance to women centric films. It is very difficult for the



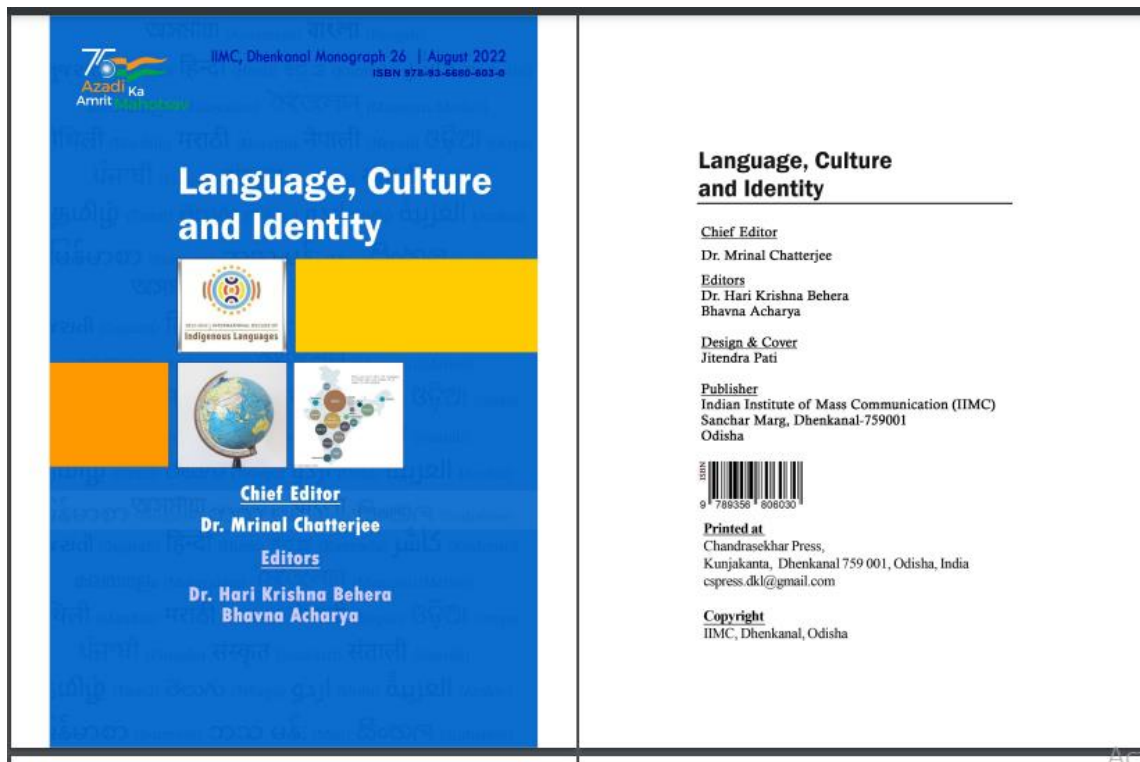
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ICONOGRAPHY OF MUSLIM CULTURE AND IDENTITY IN THE TAMIL FILM *THUPPAKI*

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Abstract

Indian cinema has been a represent to the multidimensional nature of the subcontinent, be its representation of Indian customs, society, castes, classes, politics, art, or religion. Minorities especially Muslims, as kings, spies, friends, traitors, or smugglers, gangsters transform to terrorists. This has been a universal theme in commercial cinema. This paper attempts to examine the iconography of Muslim characters, culture and identity in Tamil cinema. The theory of social construction of reality comprises the ideas of socialization by which individuals make sense of the world through various characteristics, one of which is the mass media. Stuart hall's positioning of Movies can both develop an image and distort the same image. Tamil cinema portrays the image of Muslim cast in films from pre-independence period to post-independence in India with conflicts of India and Pakistan. The controversial issues like Kashmir insurgency, communal riots, 9/11 interpreted in films were created to portray Muslims characters based on those issues. This paper aims to study how Tamil cinema attempts to influence its audience through the images and its misinterpretation used in the recent movies. The paper presents a content analysis of the selected film *Thuppaiki* (Translation: *GUN*) from the recent times where only the lead roles played as Muslim characters in films.

Keywords: Muslim Community, Tamil cinema, Portrayal, Identity, Terrorist

Introduction:

The world has been shifted after the 9/11 incident to a greater extent. The responsibility of this incident was laid upon "Muslims" by the west. After that, Muslims are blamed as terrorists all over the world without any discrimination of gender or age. A recent

incident which has affected the Muslims more is the 26/11 Mumbai attack. The wave of terrorism and the picture of Muslims as terrorists, invaded the world almost at the same time. Cinema as an art form not only reflects the society it is set in, but also acts as a reflector to that society some films leave their mark on society and society in turn, reacts to these films in various ways.