

Academia and Society

. . . International Journal of Education and Society

Print Journal : ISSN 2393-9419

Online Journal : eISSN 2393-8919

Volume 5 Number 1

October 2018

Publisher's Detail

Publisher:

Rev. Sr.Dr. Rosy Antony, Ex-President, CSDA (Claudine Society for Development and Action)
Palani 1, India.

Publication details

Academia and Society Print: ISSN 2393-9419
Online: e ISSN 2393-8919

Run by

Come alive centre

(A branch of "Claudine Society for Development and Action" Societies Act No. XXI of 1860/S.No.2, 1999), Palani 1, India

Holy Cross College Campus, Tiruchirappalli 620 002. South India

For journal: www.academiaandsocietyjournal.com

Frequency: Bi-annual

Started in the year 2014

Printed at : Come alive, Tiruchirappalli # 99947 32026

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1.A Review Of Selected Food Shows Promoted By Travel Journalists In The Electronic Media

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Abstract

Travel journalism is exploring the different countries, areas and places to get informative note about their environment, food, culture and other incredible things followed by the people there. It also talks about how the people adapt their pattern of life and what we learn from them.

Food is one of the main elements that the whole world is dependent on. It's much more than taming one's appetite. Food preferences and dietary habits are seen as reflection of one's culture, values and tradition, health consciousness and many more. People down the ages have evinced keen interest towards food and its related aspects. This Paper titled "A Review of Selected Food Shows, promoted by Travel Journalists in Electronic Media", objectively aims to review viewer preferences of the food shows and other interesting facts that have impressed them. The Paper would highlight the impressive skills and competencies of the travel journalists in these shows and conclude with few constructive suggestions to make these shows attractive and useful.

Keywords

Travel journalism, culture, incredible, values and tradition, Food Shows.

Introduction

Travel journalism is exploring the different countries and places to get information about their environment, food, culture and other incredible things followed by people there. It also talks about how people adapt their patterns of life and what we learn from them.

Food is one of the main elements that the whole world is dependent. Its much more than taming ones appetite. Food preferences and dietary habits are seen as reflection of one's culture, values, tradition, health consciousness and many more. People down the ages have indeed keen interest towards food and its related aspects and have put in efforts to haul a variety of sources to collect and infer interesting facts about

food. In todays context, media in general and electronic media in particular have played a dominant role in portraying food and cuisine related facts much to the liking of the masses with interesting snippets about the people, places and their food practices. In this paper titled "A REVIEW OF SELECTED FOOD SHOWS PROMOTED BY TRAVEL JOURNALISTS IN ELECTRONIC MEDIA", the presenter has selected two food shows in PUTHUYUGAM "KONJAM SORRU KONJAM VARALARU" and "SUTRALAM SUVAIKALAM" in NEWS 7 channel and has cautiously attempted to review a few interesting episodes of the food shows promoted by travel journalists and also an appraisal of the varied interesting facts that have impressed us as viewers. The paper would highlight the impressive skills and competences of the travel journalists in these shows and conclude with few constructive suggestions to make these shows attractive and useful.

Review of Selected Food Shows

i) **Konjam Sorru Konjam Varalaru** is a cuisine show telecasted in Puthuyugam television channel between 1:00 – 1:30 on all days. Cooking delicious food and tasting it involves artistry. Our puranas too talk about **Nalabhagam** food culture specific to a particular region have undergone enormous transistions with passage of time and with people migrating to other regions "Food and its History"; History and its food is the pivotal focus of this show .

Exploring the cultural background of an indigenous food that has a native milieu and the food that has a foreign origin is the key element of the show. A Review of the few episodes revealed a host of interesting information .

-show about **NAGORE** –depicting the ISLAM CULTURE ,the richness and variety in their array of dishes

-show about **KUMBAKONAM** –depicting the richness of this temple city, the varied and sumptuous vegetarian dishes , the traditional usage of exquisitely designed silver and brass vessels for cooking and serving food.

-show about **KARAIKUDI** – bringing to light the tasty delicacies of chettinadu cuisine which has a special place in the food world.

Like this, the list of episode proves to be quite exhaustive, each one being a delight to watch so captivating and enriching.

What we have admired the most is the show is

- Very informative and entertaining show.
- Presenter **HARI** and his language is such a delight to watch and hear.
- The recipes that are presented are wonderful and sometimes these recipes take me back in time since most of them are almost lost to modern India.
- The richness of information about the historical significance of the place, the social and cultural material resources and in particular the gastronomic connoisseur are a true delight to watch.

Konjam Sorru Konjam Varalaru is a short and sweet narrative - really a viewer's delight.

Sutralam Suvaikalam is a food show in a lighter vein with an element of humor yet packed with information for the ears, a visual treat of the natural scenic beauty of the place and the rich sumptuous special varieties of food and snacks of the chosen geographical locale of the travel journalist Rakesh Raghunathan. *SutralamSuvaikalam* – is a program exploring foods from different regional cuisine from royal food to street food in Tamilnadu, and learning about ingredients, flavours, cooking techniques and the culture surrounding each dish. It's an entertaining food show that takes the viewing audience through the food's inspiration, preparation, and stages of cooking to their home directly.

A review of the few selected episodes of *Sutralam Suvaikalam* which really impressed us were

KODAGU mutton fry

MADURAI kalli kattu koli charu

MYSORE chicken urudai kulambu

ERODE pacha puli rasam

ALAGAR KOVIL dosai

KODAIKANAL MalaiPoondukulambu

SAURASHTRA roti halwa, to name a few

Apart from the list of tasty delicacies, the highlight of the show is the vivid portrayal of the skilled art and craft works of the specific city or town for example Traditional jewellery making and honey extraction and coffee production in **COORG**
Agarbathi production and silk making in **MYSORE**

Bhavani jamakkalam(blanket) making and turmeric processing in **ERODE**

Homemade chocolate making in **KODAIKANAL**

What we have admired the most is the show is

- Truly refreshing and entertaining show, full of wit and soul food for person of every age.
- excellent coverage of people, places and great cooks and food recipes in a short and sweet way
- regional and authenticity of the presentation is a real visual treat to watch
- The very casual and unambiguous presentation of the anchor is really captivating and keeps the program enjoyable and lively.
- The show is very informative and fantastic, highlighting not only the traditional foods but also covering the special things about that place.
- Thus in short this show as seen from personal and net-based reviews, has a great fan following and especially the anchor's interest, passion for food, observation and presentation of intricate details is really superb.

A few constructive suggestions:

In short the food shows that we have reviewed are really worth watching filled with the ingredients of realism, lack of bias and objectivity. The travel journalists in particular exhibit a strong sense of deeper knowledge in the content chosen for presentation and the facts presented reveal ample evidence of exhaustive research of the topic being reviewed.

However a few constructive suggestions are ;

- To include content on creating awareness about healthy cooking
- To focus more on traditional approaches to cooking which are specific to the particular geographical locale.
- To include a segment on special recipes from across the globe.
- To incorporate a segment on menu planning and cooking of special recipes for common health ailments. (medicinal cooking)

Conclusion

'There Is No Sincerer Love Than The Love Of Food' says **George Bernard Shaw**

'Your diet is your Bank Account. Good food choices are good investments' says **Bethany Frankel**.

Cooking is all about people . Food may be the only universal thing that has the power to bring people together. No matter what culture be, everywhere around the world people come together to eat and enjoy the Unity in Diversity.

Realizing this, travel journalists promoting food shows in the varied media are really adventurous and fantastic, doing an excellent job. However we wish and pray that many more such shows promoted by the electronic media will definitely enhance the quality of life of people.

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2. Gender Issues in Mass Media

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Abstract

Journalism requires a sympathetic understanding of mankind and also an objective analysis of how mankind meets the problems of this age. Mass Communication plays a vital role in the field of communication and the goal is imperative to understand both the audience as well as the information that needs to be communicated. It helps to influence attitudes. Gender role is a complex process involving experience, cultural conditioning and education.

Keywords

Mass Media –roles- issues- attitudes.-portrayal.

Gender Issues

Mass Media requires a discipline of the mind. A Journalist should not mix news and views. The question many people seek to answer is does pornographic or violent material in the media affect human beings in certain ways. Men do not behave similarly to women and are considered as emotionally stable persons. Violence in the media may arouse a

desire on the part of a given viewer to practise the techniques, to await an occasion where such practices can be safely indulged in. Media provides a window to the real world, a heightened sense of danger and insecurity. Such events may define the personality of the viewer as the sum of consistent patterns.

The Media habits of people and their impact on the perceptions are likely to reflect pre-existing differences in status, power and values. The function of entertainment not only competes for space and time but also escorts indirect influence and imparts information incidentally. People have to depend upon the press for the major share of their total news information. The commercially oriented advertising seeks to promote the sales of their goods. It implies that media are actors and that the people are acted upon.

The Media views woman as the happiest and willing to do the right thing to build her own life. The Media broadcasts a new agenda of housewives' lifestyle to reach happiness. Magazines viewed women as Concepts of Maternity and Housekeeping. It focuses on gendered norms such as sewing, knitting, parenting, recipes and tips etc. Men's lifestyle focus on helping define the social construction. Men are portrayed using aggressive, active, adventurous images. Women were not allowed to take the decisive roles, whereas men were given prominence, appeared more frequently and talked significantly more.

Women's roles are to be love interests and helpers, often not complex or remarkable characters. Male characters were shown to be more intelligent and much more prevalent in movies. Advertisers use gender roles to promote products and services. Women are noted for cosmetic and housekeeping products. Scientific topics are attributed to men. Women are rarely depicted as authority figures. Instead men are portrayed as central figures. Men usually promote beverages, credit cards, cars etc. Women promote cosmetics involved with their sexuality in an elegant and powerful way. Women are portrayed in a manner that encourages boys in sports media and men to take risks and be aggressive.

Hence women are forced to assume submissive roles to fulfill male fantasies. Women revolve around physical attraction and the mating with the male characters. Mainstream Media is a profit – making enterprise that aims to attract the widest

possible audience. Women are presented to take stereotypical roles. The Media does not promote what is within oneself. It promotes quantity over quality. Women are more mature than men. But men are superior to women. They were treated as ‘the other’ in certain areas. Mass Media promotes women’s physical beauty rather than their mental capabilities. Women were allowed to reach only limited heights. A societal change will bring about a change in the media. If a young man wants to become a Teacher and young woman wants to become a Doctor .Why don’t we? If a Doctor can cure and the Teacher can educate a student, why does gender matter? Gender does not depend upon who we are and neither does our attitudes and responsibilities towards it matter.

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3.Writing for Digital Media

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Abstract

The students are interested in analyzing the topic “Writing for Digital Media”. Digital media has become a powerful mode of information dispersal in modern society. Writing for digital media teaches students how to write effectively for an app, crafting a story for a website and blogging. The web has also become the place for a new kind of People’s Journalism or Citizen Journalism which takes the form of Blogs as it offers freedom of expression to people.

Web journalism, online journalism, internet journalism, and web publishing are all new genres of internet communication. Today, the whole method of reading has changed with people preferring to read text on small screens such as tablets, smart phones and Kindle e-readers. It will not be far-fetched to say that reading has become even more difficult. Nowadays people also tend to skim or scan content, when visiting a website or even reading an article.

Keywords:

Journalism, Citizen Journalism, Digital Media

Digital Journalism is also referred to as “online journalism”. It is a modern form of journalism where personal views about issues (namely Editorials) are distributed through the internet rather than through publishing. ‘Teletext’ was the first type of Digital journalism which became famous in the UK in 1970. Digital media differs from that of print in several key ways.Because of these differences writers must develop specific skills to develop digital literacies, and to become fluent practitioners of new media.

Conceptual poet Kenneth Goldsmith has said that writing online is the same as archiving as all these online platforms that promote writing on the internet, be it Blogspot or Facebook, which automatically add metadata and organize entries with timestamps and user–defined tags – a process that is similar to record-maintenance.

Writing for digital media is not like writing for a traditional newspaper. There is no longer a need to maintain the old structure of having an introduction paragraph and then slowly fleshing out the details. Digital writing needs to catch the reader’s attention quickly, which requires catchy and succinct headlines. Social media is a personal arena that allows a person to converse with their viewers or listeners. Most updates made in the form of tweets or posts are written in the first person as the third person does not work well in digital media.

Besides the writing, video and audio formats can also be included in the post. One of the ways this is done is when links to media content are added, but also shortened so that it does not take up too much space. Digital Media also provides Figures and Questions that offer statistics, numbers and fascinating facts. The responses that are generated are even better than obtaining direct statements. People who are involved with reading social media posts are also more

interested in reading light and more practically informative posts / tweets that ask fun questions like “have you seen the 10 best Disney films?” rather than read elaborate articles on “new study on the making of IMAX cameras”.

The way punctuation and spelling is used has changed as well. In social media it has become normal to see no punctuation use at all- especially in tweets, so as to reduce the number of characters. The use of smiley faces :) to indicate emotions have also become common. The use of abbreviations for commonly understood words have become an integral part of messaging. However, spelling continues to play a vital role, as it is part of the brand image. Once a mistake has been made, a revision has to be carried out with the correct spelling.

Other things to be remembered when writing for digital media are: Headers and hyperlinks must be checked; copyright notices, words in graphics and illustrations, photo credit headlines and sub headers must always be verified before being posted online. The speed with which information has to be constantly updated online often leads to mistakes - but they should never remain so. Digital media must take time to pay attention to detail by spell-checking, re-checking, verifying and vetting before information is sent out.

There are four basic principles for writing online. 1) “Persuasion” which helps create interest for the information that is being produced. 2) “Objectivity” that gives users access to the necessary information, without missing out on important details. 3) “Visibility” which involves the ability of trying to work with different “layers”, and giving out information in a coherent manner. 4) “Navigability” which uses the information as a way of helping the user navigate through data and produce relevant knowledge.

Capturing the reader’s attention early must be the cornerstone of Writing for Digital Media. The content has to be so attractive that it pulls the reader away from life and also from the other similar content that is competing for his attention. A writer must also remember that the online reader’s attention span is much shorter than when reading a magazine or a newspaper. Straight forward headlines are better than indirect and long winded ones. When the headline makes users guess the topic of a story, they are not interested to stop and read the content. In the same way when headlines lack key words that are related to the topic, they are not accessed by search engines. Clear

and concise writing is important because users want to find information quickly.

This requires a simple and direct style where sentences and paragraphs should be short. Subheadings must be added after paragraphs to channel the reader’s attention and to also distribute the text into readable portions. The use of bullet points and lists are an effective way of reducing long paragraphs thereby making accessing the information easier. Knowing one’s audience and how they behave on the specific digital media platform is necessary to tailor the content to suit that crowd. Every writer must also anticipate the audience response when audience engagement is allowed.

The rapid changes that the tools of publishing on the web have undergone, causes revolutionary changes in terms of its effects on and implications for society, culture and mass media. Citizen Journalism, personal publishing, like blogging, and desktop publishing are re-shaping the meaning of media and re-defining roles and job descriptions throughout journalism and communication.

Thus it is proved that digital media has become a powerful mode of dispersal of information in modern society.

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4.Human rights and Ethics of Journalism in Society

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Abstract

The present paper is about how journalism and human rights are interrelated to each another and speaks about how both are balanced with the support of the other. The major contribution of journalism is concerned with how the interpretation is given against journalism in violating human rights. The ethics should be followed by every journalist in order to uphold the status of the nation. Indeed, journalism is the backbone

for every nation's growth and it is the only field which can find fuel in an empty tank. Therefore, at last journalism is not between journalism and nation, journalism and people but it is journalism and human rights and ethics.

Keywords

Journalism, Ethics, news

“Every story has an end but in journalism, every ending is a new beginning”.

It is believed to be the fastest way of getting accurate information, researching the facts the way that gives knowledge sources, telling the stories of the happenings in and around, finally seeking the difficult truth and treating information skeptically. A good journalism also means that one which treats the truth with respect, treats the sources with respect, and treats the truth with reasoning. It should provide proper content so that people can understand the greater truths beyond the facts, no matter what the medium may be.

There is a question what is journalism for? We may have loads of answers for this question. But in simple, it provides information about what the people are needed for? So, that people will have knowledge and self-governing. Let us think how this world would be without journalism.

- ✓ Lack of knowledge
- ✓ Do not know what is happening around.

Human right is a necessary and fundamental right to which a person is inherently entitled simply for being human. The Press Council Act- 1978 was introduced by the government in the year 1978. Its main aim is to sustain, conserve and develop the emancipation of journalism in India.

“In early eighties, a revelation made by Sunday magazine published by Anand Bazar Patrika from Kolkata with a front page story of the blinding of prisoners in Bhagalpur jail had virtually rocked the entire nation when copies were waved in parliament.”(MRH74). This is believed to be the first case of human rights violation that ever appeared in media. This also makes everyone be cautious about the happenings in the jail of that time. In the same magazine an investigation about the exploitation and misusing the female inmate of Arthur Road jail in Mumbai creates an enquiry about the safety and the

prevailing conditions of female prisoners all over Maharashtra.

Journalism plays a major role in giving reports about the violation of human rights. There is a doubt, whether the changes that have taken place all over the world will make journalism lose its importance among the public. The gradual changes taking place in the global economic pattern also gives more chances for the downfall of journalism in the society. The change in economic and financial status in the world diverts the mind of the people against the values of human rights.

Though one can find many similarities regarding the human rights in our constitution and the human rights, it is a highly difficult task to report. Nowadays the public could see only small number of journalists who reported the original news, how hard it may be. One cannot blindly say that only in police station such human violation takes place. But the bitter truth is that in education, science, medicine, employment... the violation of human rights takes place but it is not reported properly.

The need for human rights should be clearly taught to the students in primary school level, because it is the correct age when one can grasp the principles and the information given to safeguard them and their neighbours. It is a foolish thing to accuse the police department for all the violations of human rights. The subject of police training should find a place in the student's curriculum in order to enhance their physical and mental ability. Through that every citizen may come to know the risks faced by every police in some sudden crisis and in turn every one of us will start to respect the department. Also this is an opportunity to train the youth and make them duty conscious and make them aware of human rights and its values.

“The media can play a pivotal role by way of building up public opinion, and also by impressing on the government the need to incorporate the subject of human rights, both in schools and also in police training academies, and also in the training institutes for municipal councils, corporations and other revenue department.”(MHR-77) It is the duty of the government to take care of the welfare of the public. In turn if the duty is carried out by a normal citizen it becomes violation of human rights.

“Within journalism there is a serious lack of knowledge of what human rights are. Many journalists-like many politicians and others working in civil society- are not familiar with the Universal Declaration

of Human Rights and the international human rights treatise and mechanisms. Often they do not understand the difference between the human rights law and the law of war. As a result, human rights are regarded as relevant to reporting to conflict.” (MHR-93)

The journalist should restore credibility, by putting more emphasis on ethical standards. Also he must be accurate, in every detail, all the time. Nowadays sex and crime are subjects that required extreme caution in reporting and editing. The journalist should not add any fake information with the real story. Apart from all the things, the proper sources of every issue they are investigating and disseminating the news with idealistic truth.

In journalism there are three major ethics that a journalist must obey:

- Plagiarism should be avoided
- Fabrication defined (to make up for the purpose of deception)
- Conflict of interest

It is believed that every news should deal with truth, truth bring “what really/actually is...Find it, verify it, report it accurately. Do not distort or twist or color for political gain. In my point of view journalism should deal with all points of view. For that the journalist should have a broader mind and vision. They should be balanced, fair and honest. The audience should be given due respect. They should represent and uphold the cultural and social values of the people.

Journalism is a social utility that connects the people with everyday happenings. It is one of the social network that gives opportunity to know more about valuable information regarding current education, job opportunities, latest products, new brands on the one hand and social chaos like political disorder, climatic disasters, etc on the other hand. In a nutshell journalism is a package of communication, entertainment, education, and confusion that connects us to the world.

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5.Gender Issues in Mass Communication

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Abstract:

This paper deals with the important aspects of gender issue in mass communication. The positive and negative effects are given importance in the gender issue. When the message is delivered to a group of people at the same time, it is known as mass communication. In a modern society where globalization has come in a big way, mass communication has become an important concept.

Keywords:

Mass Communication, Gender, Media

Mass Communication means communicating with a mass audience. It is defined as a mechanical device that multiplies messages and takes it to a large number of people instantaneously. An important aspect of Mass Communication is that it creates a structured break between the production and reception of symbolic forms. And the other important aspect of mass communication is that it extends the availability of symbolic forms in space and time.

The concept of Culture mainly depends on our point of view and on what culture means to us. Nowadays there are many Gender issues in the media field which have many advantages and disadvantages. It is only the unwanted details that are telecast in advertisements. Mass culture wants to attract a large audience as possible. This appeals to many socio-economic groups, which helps procure a varied audience. In fact, a proper portrayal of gender in the media should be one of the basic tenets of journalism along with accuracy, fairness and honesty. However, despite this, an unbalanced portrayal of gender is very common. Women are less likely to be featured in headlines, unless they offer consultations as experts. Gender stereotypes are widely prevalent in the media, as evidenced by women often being portrayed solely as homemakers or as caretakers of the family, who are dependent solely on men. The participation of women in the media is very limited and improvements need to be made regarding the representation of women by the media. Attention needs to be paid to identifying and addressing these various gender imbalances in the

media. The word 'gender' commonly refers to the sexual distinctions between male and female, but in social science, 'gender' emphasizes a social, cultural dimension.

Men dominate over women for e.g. : " if we talk about marriage a man is asked whom he is marrying but in the case of a woman it is asked to whom she is being married to". This example shows how gender is practised in our society and how the media also represents and constructs it. Feminist critics have always displayed continuous concern about the relation between gender and media. Cultural values and ideas arise from the common exposure of a population to music and art. Mass communication becomes possible only with modern methods of communication and media. The rise of mass culture is related to the development of society and the advent of mass media. The modern mass communication process makes use of permanent text that can be made available to millions of people at the same time. This has quickly become one of the important sources of information in the lives of many human beings.

Books and printing are more international as they originated at an era prior to today's notions of nation status and they served cultural, political and commercial worlds that extended throughout Europe and beyond. Many early printed books were in Latin or were translated from another language. The earliest newspapers were often compiled from newsletters that were circulated widely throughout Europe. The early-twentieth-century newspaper, film or radio station all had the same format and were very similar in all parts of the world. As time passed however, the newspaper became slowly a national institution and began to be circulated only within national boundaries. This nationalistic tone of early mass media was a result of the exclusive nature of language as well as the culture and politics of the respective area.

Today however, the media has become a 'globalized' one that can be accessed at any place and time thanks to the developments made in technology that connects all corners of the globe. One cultural consequence of media globalization is that it has led to 'more homogenization and cultural synchronization'. According to Hamelink, this process implies that decisions regarding the cultural development of a country are made according to the interests and needs

of the dominant nation. These decisions and changes are then subtly and effectively imposed without any concern about the needs of the dependent nation. As a result, cultures have become so connected together and seamlessly blend into each other losing their distinctive, cohesive and exclusive nature.

Another thing that can be observed is that a form of culture that has no particular root or place or time of origin has emerged. This culture embodies the values of western capitalism including individualism, consumerism, hedonism and commercialism. While these may add to the culture of nations, it may also have dangerous consequences as it challenges and invades the culture space so long occupied by indigenous cultures.

In the era following the Second World War, mass media was commonly seen as one of the most important channels of modernization and a vital tool for overcoming traditional attitudes.

Television still remains the most potent influence in widening the media globalization process because its emphasis on visuals is a way to overcome language barriers, yet gain understanding. In its early days, media transmissions were limited to national boundaries in most countries. But now with the advent of satellites and other means of transmission, a number of these difficulties have been overcome. Another important tool for communication explosion is the Internet which goes beyond national boundaries, despite the differences in language, culture and social relations.

Through this paper an attempt was made to understand the complexities of women, culture and mass media from the perspective of capitalism today. Communication amongst the society is a fundamental part of human civilization. Hence, mass media stands as a powerful tool through which propaganda agencies brain wash a vulnerable and defenseless public.

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6.Importance of Mobile Journalism through Social Media

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Abstract

This paper aims to reveal the importance of social media through Mobile Journalism. Mobile Journalism has gone through many steps and has reached high levels of importance in today's world. Mobile Journalism has become an important tool that uses Social Media as its platform to bring about justice.

“Social media is the rough draft for history”

Throughout history the younger generation has been learning the importance of society and culture. This paper deals with the impact of Mobile Journalism in the fields of education, job opportunities etc. Mobile Journalism has helped bring about different kinds of change in our society and consequently in our country. Social Media like Whatsapp, You Tube, Twitter and Facebook are the major networks that promote Mobile Journalism. With the help of social media there has been a great improvement in modern culture.

Keywords

Mobile Journalism, Social Media, Importance of Culture, Internet

Journalism stands as the fourth pillar of society. In the field of journalism there has been tremendous growth during the 21st century. During the olden days they had only weekly journalism and also the people needed to wait for weekly newspapers and magazines for news. But now a days there is a great improvement in journalism through social media.

For this development of social media, mobile phones play a vital role. Nowadays, social media like Facebook, Twitter and You Tube have become the main source of news. For example, Facebook has become more popular during the 21st century because now a days information and incidents are shared immediately as soon as they happen in and around the country and world, with a great speed. Unlike the delivery of news on a television or radio channel, through social media journalism we can share or convey the information in a highly digital way.

“The power of social media is that it forces necessary change”

To develop social media there are different kinds of applications to develop the platform for Mobile Journalism. In journalism there are many differences between the television channels, radio channels and Mobile Journalism. While newspapers have only a shelf life, Mobile Journalism has both a shelf and digital life. The great advantage of Mobile Journalism is that when one searches for a particular news story, a citation will be available with more information and also with that information, it can also show the related information based on the prior information, with related digital images, audio and video. And also through this Mobile Journalism the news can be in the social media at a much greater magnitude. Also, unlike print media, Mobile Journalism will always be filled with current and updated information.

“Whoever controls the media will control the society”

The importance of mobile usage for social media is immense. Mobile apps have been updated with full information and offer many tools like web casting, digital camera etc. which help improve Mobile Journalism. Media are the main source of journalism, and they serve as the source of direct communication with the audience. Here Mobile Journalism stands as a stable link between the social media and the audience. There are even newspapers that have developed separate departments for social media that covers stories which have more online attention.

“Moulding of social media is mobile journalism”

In Mobile Journalism, social media is considered as the back bone for the development and unification of the country.

“Media is just a word that come to mean good journalism” Graham Greene

The development of social media is a recent phenomenon, as today every person has become more connection oriented, and as a result started to access to the social media regularly. Till the 1990's, there was no improvement in social media. But once the usage of mobile phones increased then there was a great development in Mobile Journalism. Following this new boom in mobile phone usage, social media communication has become viral all over the world. One of the specialities of this journalistic method is that through social media any one can upload new information or news regarding any area and this development can bring drastic changes in every

journalist's life. This method helps journalists share news faster. In Mobile Journalism we can always have the contextual information which is fully updated with interesting and important stories. Mobile Journalism through social media is a great platform for education, job opportunities etc. It is also to be noted that the success of the jallikattu protest is only because of social media. In fact, according to statistics, 51% of worldwide journalism is based on the social media otherwise known as Mobile Journalism.

The sources of Mobile Journalism are Twitter, Facebook, Whatsapp. In India many educated people use Mobile Journalism. As a result of this, print media has become less important. In fact, even journalists have now a days started using Mobile Journalism, to do their own web searches by which information can be viewed within a fraction of a second. Mobile Journalism has the ability to provide information on a great range of subjects than print media can. Because of this, Mobile Journalism has gained more support from people all over the world. While news channels give important news as flash news, Mobile Journalism is always engaged in sharing current news every minute. This news sometimes includes a short headline, short summary, sometimes with audio and video, static or active graphics which add emphasis to Mobile Journalism. This kind of journalism is useful in reaching even the most remote of villages.

Mobile Journalism using Social media as a tool helps make journalism better. It allows the audience to come together and help the country reach greater success.

“Social media is to develop the society”

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7.Impact of News Channels in Everyday Life

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Abstract

News channels act as a source of information to the public. It aims at feeding people with knowledge and current affairs. With the evolution in Journalism, it has succeeded in this process. At the same time, it excites a lot of negative effects too. This occurs because the news channels have started to concentrate and focus on sensationalizing the viewers. Depending upon the kinds of news, the value systems, behaviours and beliefs of people change. And hence an effort has been taken to analyse the pros and cons of news channels and the impact it creates on people in their everyday life.

Keywords

News Channels, Audience, Influence, News, Audience Trust.

Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities. A news-channel is a television channel dedicated to news, often operating continuously. At the start, Journalism just did the work of informing and entertaining. But with the growth in its popularization, it functions in different ways. Instead of gathering and reporting simple news, it concentrates on sensational or exiting news to attract the audience.

Gone are the days when the news channels reported the news. Nowadays, news stories are formed in a way to appeal to the viewers. Each channel in the television delivers the same news in different rounds and in different ways. News dealing with politics and crime stories are given prior importance rather than stories dealing with heroism. News channels are capable of influencing people by manipulation of the original news. Every news channel varies from the other in its policies.

In the case of politics, each channel supports a political party. Because of this, one simple news is manipulated in favour of the political party supported by the news channel. This happens not only with political parties but also with regard to celebrities, institutions, organisations and wealthy people. It leaves people in a state of confusion and doubt. People struggle to believe the information given and are pushed to the extent where they stop watching news. Because of this they will not be able to believe any type of news. This is where audience fail to trust the

broadcasting of news channels and their credibility is questioned. In this sense, the impact it creates on people is often negative.

Sometimes, trivial news would become major news. In a day, if a minor news is being telecast for more than twenty five times, it becomes a major news and people consider it to be an important issue. Turning a small issue into a major, serious one lies in the hands of the news channels. In other words, the fate of a news is decided by the news channels. While doing this, real issues that are serious are being put down and are not given importance. This is a real drawback. As an impact, it diverts people from current affairs and forces them to focus on minor news posing it as a major issue.

As an example, an actor participating as a candidate in an election can be taken. He or she is just entering as a candidate like any other candidate or like any other person but the news channels make the actor very famous over night. Taking and considering it as a serious issue, they discuss it, start to guess whether he or she will win or not. This news forces people to think that his or her participation is very important. News channels influence people to a great extent in every way.

News are of varied types. They are news about a country, local news about a town or city, news about a region, international news, business and financial news, news about the economy, entertainment and celebrity news, fun/weird news, health news, education news, arts and culture news, sports news, news about a country's politics, science and technology news. Each and every news is important. But only some and very few types of news are treated as vital. News about climatic conditions are also significant. But people don't take it seriously as news channels treats politics and celebrity news as the king and queen of all news. As a result, even people are influenced by it to give importance to politics and celebrities in their everyday life. This also questions its credibility and proves that such news are from biased sources.

Earlier, it was not like this. News had a limited timing. After the evolution of 24 X 7 news channels, the credibility of news channels started to change. People used to focus on all types of news because the news were credible and reliable. But now, most of the news are from biased sources. Along with delivering of news, debates are also conducted. Debates help people to analyse the situations and happenings around them. One drawback is that these

debates concentrate on one news and people take it very seriously without even knowing it to be a major or minor one.

News channels have started to focus on the theme of sensationalisation. Pricking the emotions of the readers and becoming famous is the cheap motto that's happening in the present. The events that are mainly focussed in the news channels nowadays are crime, famine, war, violence, political unrest and injustice. This excites the negative mood of the viewer leading to anxiety, sadness, anger and disgust. These kinds of news make people relate to the news and worry about it. This kind of impact affects the health of the audience.

Moving to the pros, news channels highlight the protest and gather people together. They show the problems of the people and make them aware of the problem that's prevailing in a particular society. The government's orders are also broadcast through news channels. New policies introduced by the government are informed to the public through this means. Awareness regarding various problems are given by news channels and it reaches people faster than any other medium. In some cases, even the court proceedings are reported through news channels. These things create positive impact on the reader.

News channels have both positivity and negativity in them. It has both pros and cons. It's in the hands of the viewers to choose the channels that give them the right news and watch them. Analysing the news from various channels helps to have a clear idea about the information. In one way or the other, news creates and leaves an impact on people in their everyday life.

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8. Gender Issues in Mass Communication

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Abstract

This paper studies the relationship between media and gender and how the media represents the different genders. Media can range from newspapers, magazines, comic strips, novels, and music videos. These representations can influence how the general public perceives the different genders. It is important to constantly explore the interactions between the media and gender not only to dismiss personal choices, but to see the larger picture, and understand the potential consequences both on ourselves and on others. Advertisements and pictures in magazines carry significant messages not only about cultural rules and values, but also standards of relations for both men and women. In today’s world gender issues have gained momentum and scholars, feminists and many other stakeholders focus on addressing the issues that continue to promote gender imbalances in our societies. One of the sources of this problem are the media industries, especially print and electronic media. This paper attempts to analyse how these media promote, rather than reduce gender inequality.

Keywords

Gender, Media, Journalism

Gender refers to the socially constructed characteristics that differentiate men and women. These norms vary from society to society and are decided not by society as a whole, but by those in a powerful position. Right from birth itself people are taught what is right and wrong and how they should and should not behave especially in their interactions

with members of the opposite sex, be it in the home or in the community or workplace. When someone does not fit into these established gender roles they are isolated and face stigma or discrimination - all of which affects the person greatly. It is important to be sensitive to the members of the different genders. Gender roles, relations and standards have a great influence on people’s health, especially mental and physical health and welfare. In addition, these socially constructed notions also have an effect upon the person’s access to health services and their experiences throughout their lives.

Mass communication includes television, radio, newspapers, magazines, movies, music and mail. Mass communication generally is used for either for communicating governmental dictates, entertainment or for getting information or being educated. Media is used by political leaders, government, and business organizations to influence the behaviour of individuals and subsequently the day to day working of society. Individuals will change because they are susceptible to the working of things that help make their lives easier. Their usage of this media becomes regular and patterns begin to develop.

The word gender refers to the sexual distinction between male and female. But in social sciences, gender emphasis is a socio-cultural, or psychological aspect. Communication, on the other hand, is the process of transmitting information.

The concepts of gender and communication are connected thanks to the media. The media plays a vital role in constructing gender by differentiating males and females through the information it provides. Usually in our society, women are isolated and subordinated by men when it comes to professions, social behaviours or social participation. Men constantly dominate over women. For example if we talk about marriage, a man is asked: “whom he is marrying” but in case of a woman, she is asked “to whom she is being married”. This example shows how gender roles are being communicated in our society and how the media also represents and constructs it. The relationship between Communication and gender also paves the way for feminists to become aware of social rights. Studying how gender is constructed in a society enables us to observe different ideologies regarding feminism such as:

1. Liberal feminism
2. Radical feminism

3. Socialist feminism

Liberal Feminism is a form of feminism that believes that equality for women can be achieved only through legal means and social reform. They believe that men as a group need to be challenged. They are more concerned with an equality or a sense of 'sameness' with men.

Radical feminism is a branch of feminism that sees female oppression by the patriarchy as a basic system of power on which the relationships with women are arranged. It wants to challenge this by rejecting the oppression of the male sex.

Social feminism focusses on both the public and private spheres of a women's life. It believes that liberation can only be achieved by ending both the economic and cultural sources of women's oppression. The Socialist feminist concern is with the role of capitalism in the oppression of women.

There has been a call to break public stereotypes by changing the media policy. Mass media continues to produce discriminatory stereotypes about women, especially in the sexist ways in which it portrays the female sex. As a rule, women are shown only as a narrow range of characters - as household or objects of sex and nothing more. It is only in a very small number of programmes that women appear as main actors or experts. This is because there are a very small number of women in these spheres. Even if there are women they are not properly represented when compared to their male counterparts.

TV programs, though they wish to give valuable information, often present women's images that are highly distorted and unrealistic. They portray women both as decorative objects and as passive individuals at home who are financially, emotionally and physically dependent on men.

In advertising and magazines, the images of women show them as young, slim and beautiful – all that fits into the accepted standards and embodies society's idea of femininity. Such women are often associated with being objects of sexual attraction. It is no wonder that this form of portrayal exists because from its inception the media were managed exclusively by men. Hence the media images of men and women were presented according to men's preferences. Essentially it is men who have created the images of men and women in the media depicting the manner in which they wished to see in reality.

It can be said that this portrayal of the female characters is largely influenced by 'the beauty myth'. As a result of globalization, this myth had become highly generalized all across the world. But in reality however, these standards are impossible to achieve. The models who advertise the many products and embody this image are not truly presented – their bodies and features are all photoshopped or enhanced using artificial means. It can also be stated that the popularity of female –oriented products that the media sells are all essentially male-created, appealing to their tastes.

In 2012, the International Women's Media Foundation carried out a study of world news agencies and corporations to understand the status of women in the news media. In a survey covering 59 countries, it was revealed that women form only 33.3 % of the full-time employees in the 522 organizations that participated in the survey. It is men who occupy higher positions in almost all countries, except in Uganda and Russia where men and women are almost equal in terms of occupying leading positions. Such a situation can be improved only by bringing about social equality between women and men after appealing to their consciousness; by gender-sensitising people and making gender-awareness training mandatory for all, especially journalists; by supporting and encouraging the media to cover issues of gender equality and by providing equal opportunities for women and men in public, political and socio-economic spheres.

It is only when such tasks are carried out that the gender problems that plague our society can be eradicated, or at least lessened to a great degree.

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9. The Use of Social Media as a Productive Learning Tool

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Social media has become ingrained with our society. Social media is inevitable. With the coming of modern gadgets social media has taken a vast leap in spreading knowledge. Social media are computer – mediated technologies which have made sharing of information and ideas easy. Social media enhances learning and teaching experience.

The Oxford dictionary defines social media as forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages etc. There are a number of social media such as Facebook, twitter, blogging etc which help not only in communication but also impart knowledge. Social Media is internet based technologies that allow more free flowing communication among its users. Thus Social media has become an effective learning tool.

People tend to spend most of their time on Social networking sites facebook and twitter reading links and posts. The phrase “social networking sites” is an umbrella term used for social media and includes but is not limited to Facebook, Twitter, LinkedIn, Myspace. Unconsciously people tend to gather useful information and retain it in memory. As Margret Fuller says if you have knowledge, let others light their candles in it,’ people do not only retain the information but also recall and use it whenever required. They also start posting useful information and discussions are taken up. Therefore knowledge and learning spreads.

It is known that young generation students or better called as the Digital era students are glued to social media. These students can be channelized by giving them useful information and in turn by helping them not to waste time. Then Social media can be transformed into a learning platform where students can also participate enthusiastically.

Marcia Cornner says by bringing together people who share interest, social media have the potential to transform the workplace into an environment where learning is as natural as it is powerful. Teachers have already begun using Social media as a tool in imparting knowledge in foreign countries. In India Social media is still considered to be a threat to students due to the numerous rate of cybercrimes. When carefully used social media becomes an ideal tool in providing knowledge to the students.

Teachers can bring in youtube, Facebook, Twitter, Google Plus, and Flickr to the students inside

the classroom in order to help the students acquire knowledge in an effective way. Students can be given assignments and activities using social media. This helps the students to have access outside the class room whereby the teacher is also able to maintain a track of the students’ activities with ease. Social practices such as blogging help students to interact among their own classmates. It boosts the students confidence and also helps them to master their subject.

Teachers and students can access social media at any time from any place with the help of smartphones, tablets and laptops. Most of the devices are set up with pop up window type allowing the students to have quick access to the teacher’s instructions. Students cannot deny their teachers of their assignments. The teacher is able to modify the lessons and also keep a check on the students’ assignments. Social media therefore helps the teacher to modify her classroom in to a flipped classroom

Flipped classroom, is an instructional strategy and a type of blended learning that reverses the traditional learning environment by delivering instructional content, often online, outside of the *classroom. This saves time for the teacher where in turn the teacher can utilize it for asking questions and clarify doubts during the class time.*

Learning management systems such as Moodle and Blackboard have become enormously popular at college level. Lectures, notes and information are distributed among the students. The two way interaction is also made easy where the students are able to clarify doubts and also upload their assignments. This system integrates with social media thus automatically connecting to Facebook and Twitter.

Students are able to creatively collaborate and communicate with others. Young students are given the opportunity to share information in the form of video clips, blogs or articles. Students’ creativity power increases when using social media. The students are taught to enhance their higher order thinking skills. Students who are below average are encouraged and they participate in the class actively when the class is combined with Social media.

Social media promotes self- directed learning. Teaching through social media excites students rather than the chalk and talk method or the traditional method. The students are able to put in more effort in learning as it gives them an immediate recognition and feedback on their posts. The students show a better

involvement in their assignments as they want to show their unique talent to others. Students who are not able to attend class can go through live video on Twitter, Facebook, Instagram, Snapchat, Google Hangouts, or YouTube by streaming the saved videos.

Teachers can use any of the following social media platforms as learning tools: blogs to share information, Twitter for debates, Wiki and Google Docs for collecting and storing information and Youtube for sharing videos created by the students. Blogs help and motivate the students to carefully use language. Selecting the right spellings and grammar while writing a blog helps the students to improve their language.

One can connect with subject experts via social media. Experts from various fields can be contacted and thus can develop knowledge. Questions can be put forth to the expert and also engage in discussions. One can gain more knowledge and get a wide knowledge on a particular discipline. Current trends in a particular field can also be updated by the individual

Researchers can use social media as a monitoring tool. The researchers can get a broad view about the topic they are interested in. Opinions and surveys related to their research can also be debated by participating with other experts online. Thus the researchers are able to enhance their research and are able to give a detailed focus to their research topic.

There has been a general inhibition regarding social media. There are so many negative views regarding social media. But when Social media is carefully streamed students are able to achieve an increased level of knowledge. Students are able to assimilate a lot of information and use it for upgrading themselves. Teachers' can use social media as a part in teaching which helps the students to creatively participate in class. Parents can easily access and view institute's curriculum, understand class and teachers. This helps them get clarity about educational institute.

Social Media can be used as productive learning tool by combining the traditional classroom with social media where real world is brought into the classroom for teaching lessons. Students are able to explore the wide resources that are available on the social networking sites. Students learn to collaborate with others on the social media. Reverse class room technique helps the teachers to spend more time on the students.

The wrong notion of social media has to be erased and instead students should be made to understand how productively social media can be used. A teacher can set up kids with accounts at the Web site [Delicious](#), which lets you store, organize, and share link. One can also see links other people have saved, or browse to see what everyone has bookmarked on a subject. There are Apps that are developed and designed for the students use. There are Apps which also solve Mathematical problems when they are stuck in a particular step. Language enhancing apps are also widely used by students.

People today are intimately involved with social media at every stage. Social media is essential for students to share information and gain knowledge. Social media also plays a crucial role for educational institutes to promote themselves at international level and attract students. After considering these facts, it clearly states that social media plays a crucial part in spreading awareness about importance of education and growth of education sector.

Development of Social media is user friendly when implemented with curriculum it becomes a powerful learning tool. Being digitally literate and social media savvy is what is required to help students bond with others who share their passions, talents, and interests. It gives confidence and ability to tackle any real situation in life. Students are able to get more job opportunities as they have developed their communicative skills and are good decision makers. Social media when used productively helps students become application oriented and they are able to interact with others effortlessly. Thus the use of social media in learning and teaching has become essential in creating a better class room.

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10. Mystifying the Relationship between Celebrities and Audience through Journalism

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Abstract

This paper is about the relationship between the journalist and the audience. A journalist's portrayal of celebrity in the current world will be challenging as they are providing all the issues regarding a celebrity's personal life, profession, their net worth, their relationship with others, almost creating a fantasy in which people imagine themselves as living a celebrity life. The professional ethics that are followed by the journalists and their curiosity to make the people read their article for their profession's sake are discussed in detail.

Keywords

Journalism, Celebrity Journalism, Relationships

Journalism is an important factor in making communication easier in order to know the current happenings. Communication is a tool that not only expresses the idea but also receives more conception that paves the way for the betterment of the people of the world. The revelation of the known facts with better reasons and the unknown facts with explanations is journalism. News can be provided in any form

through newspapers, magazines, television, radio, and internet. Only a person who is filled with passion and curiosity can become a journalist. For a journalist in particular, devotion is a key term to achieve satisfaction.

A person who is interested in a career in the field of journalism must be confident enough to handle situations and have a good personality. A journalist should possess his/her own style of writing to induce the curiosity of the audience. Journalists should have a good writing skill which helps them to present and lead the news in a right direction. A Journalist must be aware of Current affairs. Youngsters with the above qualities are the most hunted journalists of the modern era.

Celebrity journalism covers a celebrity's lifestyle, wealth, controversial actions and their relationships with famous people. The people who are considered to be celebrities like film stars, billionaires, political leaders must possess fame, prominence, popularity, stature, reputation and greatness. Celebrity journalism is not everyone's cup of tea, only few people could shine in this genre of journalism. Journalists love to attract more viewers, listeners, or readers by including some kind of celebrity coverage in their media columns. Most of the people who are interested in this coverage of celebrities wish to know details about what they are doing and with whom; their life stories are chronicling their rise and fall, and their struggles to reach this position. They are eager to get a peek into the lives of celebrities with a view to see the good, the bad, and the dirty sides of their lives. So it has become an essential factor for any news agency to deliver the facts, and gossips about a celebrity. Questions remain to be asked such as : Does this news help people to improve their lifestyle? What change would be made in their lives by addicting themselves in being updated with the lives of celebrities?

As media constitute the central nervous system of our society, they must prioritize and provide the right information to the people all around the world. On one side, the media carries useful information which enhances the people with values, priorities, and shared challenges and on the other side they carry little information that, which corrodes, weakens and debases the minds of the people. An idea or information that we carry is finally decided by the journalists and not by the readers.

Indian Cricketer Virat Kohli and Bollywood star Anushka Sharma got married on 11th December,

2017. Their wedding took place in Italy. Now the biggest problem is, people were gossiping all over the world especially in India, about the expenses of the grand wedding that is going to be preceded with three grand receptions, about the celebrities who attended the wedding, the honeymoon trip of the couple, their new apartment and few more things. This news might be necessary for a journalist if he wants to grab and hold the attention of the readers and therefore improve their company's profits. But there are more important things than this happening around the world.

Few journalists spread scandals about celebrities and their affairs. There are journalists who give honest reviews about a celebrity's character and their personality and there are celebrities who give information regarding their career or profession and not their personal life. This attitude of credibility is the success of a journalist.

In earlier days, the personal issues of celebrities were not known by people, but now it has changed. The celebrities must be rewarded with good reviews in media for their social activities as a human being. A journalist must be aware of the journalistic value of celebrity articles before they attempt to produce this article. especially questioning whether such an article is needed and whether it is taking away importance from another article that has more value.

The Collins Essential English Dictionary defines 'ethics' as a code of behaviour, especially of a particular group, profession or individual' or 'the moral value of human behaviour'. Most professionals, including teachers, solicitors, surveyors and doctors are expected to adhere to a strict code of conduct or practice as determined by their governing bodies. It has become very common that 'celebrity' has become more valuable today. But it is the responsibility of the journalist to understand that just because the public may be interested in such people does not mean that every story should be about them. Celebrities are human beings with normal lives. what they do in their daily lives should not be of much importance, unless it is something of great value to the society, like charity etc.

Whether or not society is at risk of being influenced unduly by celebrity journalism or whether or not journalists reporting on celebrities behave unethically, the role of celebrity journalism in our

society is very much in question at the moment. Celebrity journalists have often crossed the bounds of common decency, but have never faced serious sanctions. There will always be risk-takers amongst journalists and editors and it may well transpire that these mavericks are prepared to take risks in order to push up sales – for it may well occur that financial gain in sales will out-weigh any financial penalty. In reality, if the public has the appetite, journalists will push boundaries to feed that appetite – only by public outcry and a boycott of sales will celebrity journalists ever learn to behave totally ethically.

So we have journalists on one hand, influencing the people by giving totally unnecessary information regarding celebrity journalism and people on the other hand, not even realising their responsibility to improve their nation. Both are living in a world of fantasy by celebrating the lives of the celebrity people and wasting their time.

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11. Gender Issues in Mass Communication

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Abstract

This paper is about the difficulties in differentiating between the gender roles in modern society and the role the media plays in sketching out these differences between genders. The paper highlights the lack of gender sensitivity in the media and the image of women that the media propagates. In addition, it also speaks about how men are also stereotyped by the media. The paper concludes saying

that the way in which women are portrayed by the media should not just be regulated, but also removed of the prejudice that informs these narratives. It is necessary to monitor the media to point out the merits and demerits continuously.

Keywords

Gender, Journalism, Media

“True equality means holding everyone accountable in the same way, regardless of race, gender, faith, ethnicity - or political ideology.”

-Monica Crowley

The word ‘gender’, is commonly used to refer to the distinctions in terms of sex between male and female. But in social sciences, ‘gender’ emphasizes a social, cultural, or psychological dimension, while Communication, on the other hand, is the process of sharing information. The term ‘mass media’ refers to the different kinds of entertainment formats such as tv series, movies, music, newspapers, magazines, internet, advertisements, etc. through which information is circulated. These are also the ways by which media organizations target the youth in order to influence their lives. It is also these media houses that promote “idealized beauty standards, hyper sexuality and domestication” in the manner in which they portray women today. This study provides a general overview of how people look at things and also shows us how this negative portrayal in the media creates image problems among the young people.

Kofi Annan, when speaking about Gender equality believes that it is “a precondition” for getting rid of poverty, promoting a sustainable society and having good governance.

The constant presence of stereotypes in society today causes difficulties in differentiating gender roles. How roles are divided is deeply connected with the social make up itself. This is evident in the whole patriarchal model of a family, where men are the money-earners who have careers and are assertive and independent, while women are wives, mothers, and caretakers who raise children and do chores around the house.

Nowadays however this family model has changed. It has become more of a partnership where women have more rights and opportunities in the labor market. The uprising of feminist ideas have had a significant impact on the manner in which these

situations are being changed. Women’s movements have fought constantly for the rights of women and for trying to bring about changes in the manner in which gender roles are viewed by society. They believe that there should be no distinction between jobs for men and women, and that particular characteristics should not be forced upon each gender as absolute.

Although there is still inequality between males and females, the differences between genders are not so huge anymore. However there are still many social institutions, like mass media, which still uses gender stereotypes to promote ideas because they feel that these are well known to the public who are receiving the information. According to them, propagating these stereotypes are a way to sell products to the public easily as the message becomes easily understandable.

Malcolm X believes that the media is “the most powerful entity on earth”, which has the power to pronounce judgment by controlling the minds of the people.

Thus we can see how placing emphasis on the inclusion of gender stereotypes in mass media is a way by which a medium that is universal, understandable and accepted by everyone is created. This medium begins to fill the social life and certain associations are evoked as a result of this. This is why the words of Marshall McLuhan ring true when he says that mass media not only entertains and informs people, but also shapes their opinions, attitudes and beliefs.

The social life of the community is subtly being controlled and directed by the dominant way of thinking. This becomes evident when we see how Antonio Gramsci’s concept of ‘cultural hegemony’, becomes apparent when we see how cultural and political consensus is created by powerful institutions like the church, school and media. Of the three, however, it is the media that is the most dangerous one, because it promotes a state of domination by focusing on the ideologies of the “elite” groups that control all aspects of society. As a result, the needs and beliefs of the lower groups in society are neglected. Similarly with regards to gender as well, society promotes a hegemonic mindset where the male dominates over the female.

Though nowadays the differences between the two genders have become smaller, the media continues to perpetuate these traditional gender stereotypes. Because the media has a great influence on people’s attitudes, they tend to depict certain social groups in a negative and unrealistic manner. This is done in this

way as a method of retaining power. The media manipulated the message as a way to create its own image of reality, which runs parallel to the ideology of the dominant class. This version that the media is selling to the world is a skewed one where the real world is presented in an incomplete and distorted manner. It is as Jim Morrison says, “Whoever controls the media, controls the mind”. Though people recognize the way in which people and groups are represented by the media, its influence continues to flourish.

The concepts of gender and communication are closely connected. One example of this is the way in which society treats women – they are isolated and even subordinated to men in every aspect in society, be it profession-wise or social participation.

Male and Female Images in Media

Margaret Thatcher famously said that a woman should be the one approached when work is to be done. The image and representation of the female in the media has always been a concern in society. When females appear in all forms of mainstream media, they are often portrayed in a very stereotypical way.

All forms of media – adverts, television, newspapers, magazines, comics, music, movies and video games portray females at home performing domestic chores or as sex objects for the satisfaction of the males. They are also often portrayed as victims who can't protect themselves and suffer from physical and sexual assault, harassment and murder.

But at the same time, it's not just women who suffer. Even men and boys are also stereotyped by the media. Images of males are promoted where they are required to be masculine, independent, competitive, emotionally detached and aggressive. Even though men do not face the same kind of scrutiny as women, these characteristics are highly dangerous to boys as well. Studies show that children watch a lot of television and the more television they watch makes them more susceptible to believing and accepting the false ideas about traditional male and female roles. The harshness and violence that the media depicts through movies, video games etc. often make young boys more likely to demonstrate aggressive behavior.

In fact, the images that are presented to children are dangerous, especially in the way they portray girls and boys. Adverts portray girls as being preoccupied with their external appearance or interested in dolls and jewelery, while boys prefer to play sports, war games and show an interest in technology.

Women in Media

During the past decade, there have been many advances that have been made in information technology which has helped create a global communications network that goes beyond national boundaries and which has an impact on public policy, private attitudes and how children and young adults behave. In today's age, the media can actually play a vital role in contributing significantly to the development of women, as the number of women in the workforce has increased.

However, this new development does not coincide with the lack of gender sensitivity within media organizations at the public, private, local, national and international media levels. The continued portrayal of negative and degrading images of women in the media must be rectified. All the media formats in all the countries of the world must provide a realistic picture of women's lives and their contributions to society, rather than just try to sell violent and sexualized media products that negatively affect women and their participation in society. Programmes which continue to reinforce traditional ideas are harmful to women. The consumerist nature of the world today reinforces the age-old notion of “women as consumers” and all adverts target girls and women of all ages in a wrong way. When the organizations are not willing to change their attitudes then it is up to the women to be empowered enough to use their enhanced skills, knowledge and access to information to change the world for the better. Only then they can fight back against the negative portrayals of women and challenge the abuse of the power by the media. In fact it is necessary to remember Michelle Bachelet's words when she stated that Gender equality can be reached only if women are empowered.

Another way to control the actions of the media is by imposing self-regulatory mechanisms to curb their actions. Steps must also be taken to get rid of gender-based programming so that we can prevent the spread of wrong information across the society. If this is to happen then women need to be involved in the decision-making process especially with regard to the development of the new technologies that allow them to participate fully in their growth and impact. The Government should also take steps by which active gender mainstreaming should be made mandatory in all organizations through the creation of policies or programmes. Only when a woman is given a voice to

voice out her frustrations with the situation, she becomes a 'strong woman'.

Thus we can see that the overall portrayal of women in the media is to "reinforce rather than reduce" prejudices and stereotypes. The mass media in India has not taken proper efforts to remedy the serious issues facing women or to prepare women to take up roles that advocate equality in society. If such changes are to happen, then monitoring of the media is highly required for the perfect functioning of society.

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12. Media Convergence in Digital Media

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Abstract

This paper aims at examining *MEDIA CONVERGENCE* in Digital Media in Journalism. It is a theory in Communication where every mass medium eventually merges to the point where they become one medium due to the advent of new communication technologies. The *MEDIA CONVERGENCE* research theme normally refers to entire production, distribution, and use process of future digital media services from contents production to service delivery through various channels such as mobile terminals, Digital TV, or the Internet.

Keywords

Media Convergence, Journalism, Digital Media

Journalism is the activity of gathering, assessing, creating, and presenting news and information. It is also the product of these activities. Journalism can be distinguished from other activities and products by certain identifiable characteristics and practice.

Digital Media enable and stimulate the most important contemporary media development: the convergence of telecommunication, data communication, and mass communication. It appears that both forms of integration and differentiation are making convergence.

The forms of integration in a clear picture is produced by the integration of media in the combined infrastructures of telecommunication, data communication, and mass communication. The process started with the integration of telecommunication and data communication using modems or fax machines and producing the most important digital media in the end: electronic mail and the information services of the internet.

In the next phase, maturing in the first decade of the 21st century, mass communication has been integrated by means of broadband infrastructure. The digital mobile telephony of the so-called second and third Generations notably, the Global Packet Radio System (GPRS) and the Universal Mobile

Telecommunications System (UMTS) introduced the services of Web sites, e-mail, Short-Message Service (SMS), the videophone, Games, and other audiovisuals on the relatively small screens of cellular phones.

Extending the capacities of these services by sizable data transmissions, the mass communications of the Press, broadcasting, and audiovisual services are inserted into the digital media environment of the interactive Press as broadcasting and mobile computing.

The last-called medium consists of a whole range of palmtop and laptop computers with bigger screens and more weight than cellular phones and connected to computer networks or the desktop computers of offices and homes.

At the turn of the century, the infrastructures connecting all these media were traditional cable or satellite networks and a narrow band internet using telephone networks. In the first decades of the current century, a transition has been made to broadband networks increasingly using fiber-optic cable or very high frequencies in the air.

The integration of these media also means a combination of sign systems and data types that is enabled by digital code and multimedia form and that offers more potential interactivity. This substantial instead of technical integration will produce the biggest social and cultural effects in the actual media practices of producing and consuming digital content.

All types of integration are spurring the concentration of media corporations. Particularly in the 1960s, most media companies in the sectors of telecommunication, data communication, and mass communication were transforming themselves into general media companies.

This was stimulated by the internet hype in that decade. At the turn of the century, many companies returned to their core businesses. However, this has not entered the financial and economic drives behind the process of media concentration. Large media corporation will certainly not only become telephone companies, broadcasting organizations, press institutions, or internet business again.

The integration of media, infrastructure, and contents enables a mixture of social and communication structures not known in any modern complex society before. The levels of interpersonal, organizational, societal communication are directly linked to produce a network society. This is the

combined effect of *MEDIA CONVERGENCE* and social communication needs in the management of a complex society.

Hitherto, media linked the societal and the individual levels or the interpersonal and organizational in separate ways. Currently, an integrated medium such as the internet offers interpersonal communication, Organizational communication, and societal communications all through the same channel. Even a single website of E-commerce, for instance, offers these opportunities altogether.

These forms of integration inspire ideas of a complete mixture of digital media in a single medium and ideas of the disappearance of older analogous and digital media. These ideas are wrong as they are neglecting the tendencies of differentiation also appearing in the process of convergence.

The first form of differentiation is the present appearance of not less but more media. A prime lesson media history in the former century was that most of the time, old media do not disappear with the advent of new ones, though this is predicted time and again. With the rise of the digital media, the printed press, the cinema, radio and television, the plain old telephone, the gramophone, and perhaps even the VCR will not disappear either.

What happens instead is that old media will acquire new users and niches and be connected to the new digital media when this is deemed possible or desirable with the available technologies. When they cannot be linked, old and new media will refer to each other increasingly; for instance, this is presently being done in old media referring to www addresses.

A second form of differentiation involves all kinds of burgeoning new communication groups, types and applications. The digital media do not produce less but more kinds of communications. Several more are less virtual groups and communities are being created between mass and interpersonal communication: mailinglists, news groups, target groups of interactive marketing, advertising and selling, user groups, virtual teams and communities, and the producer or consumer groups of personal, web cam, and interactive TV.

New types of communication flourish, such as SMS telephony and chatting and playing in multiuserdungeons or domains. Finally, new applications appear. Another aspect of differentiation is that *MEDIA CONVERGENCE* means not only media

concentration but also the development of many small, formerly Independent media corporations.

This is an aspect of the period of innovation heading every new media development. It is also an effect of presenting organizational downsizing and the rise of network structures inside and between organizations.

Their formal independence does not rule out their substantial dependence on financial holdings, venture capital, or large corporate, media networks. The final form of differentiation to be mentioned is the most important one. Technical convergence does not necessarily mean social or usage convergence in actual media practices.

Contemporary society is in a process of social and cultural differentiation that does not fit into a unitaryMedia environment. A single all-embracing medium that serves all applications and usage contexts is not a realistic prospect.

It means that different social classes, age groups, and cultures might use different media or advanced and simple types of the same medium. It also means that, for example, the internet transmitted on TV or cellular phones might produce poorly matching media not fitting special needs in a particular context.

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13.The Swot Analysis of Holy Cross College Library: The Strategies S.Anita

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Abstract

Colleges are seeking to play a key role in the research and development process. An important element in the research process is the accessibility of information resources and services provided by

libraries. Holy Cross College Library endeavors to be a recognized leader in helping students become skilled, effective, responsible, life-long information users. We are agile, navigating quickly and effectively in the fast-changing environment of our profession, our College, and our higher education arena. We are entrepreneurial, securing and deploying exemplary resources and services in innovative ways. We are thoughtful in our application of new technologies, selecting and implementing the best available tools to support students and faculty in their information needs. We maintain and promote it as an intellectual center on campus and a welcoming and supportive environment. We are knowledgeable and approachable, and are active in our profession locally, nationally, and internationally. This approach is the signature of the physical and virtual Library, its resources, staff, and services, as we provide relevant, patron-centered support to students, faculty, and administrative staff. The findings will be useful to academic libraries in providing better services to postgraduate students for their research. It is widely accepted that our college library is an important pillar for the Student community for their research work.

Keywords

SWOT Analysis, Academic library; Research facilities; Postgraduate students; Strategies.

Introduction

“One best book is equal to hundred good friends but one good friend is equal to a library”.

~ Dr.A.P.J.Abdul kalam

“Good readers are the good leaders.” Library makes the students be more enthusiastic. Students are finding the treasures in library which contains knowledge and ethical values for life. Our college library plays a very important role in the higher education sector. In fact our college library is doing an excellent job of producing knowledgeable citizens. But with the advancement in information and communication technology, the library is faced with a number of challenges. The library has an important academic role in the teaching, research, and service that college undertakes. This library is facing serious competition from commercial information services providers which essentially use the resources available

from library and analyze and repackage the same for customized use by the clients and online resources are emerging in a big way that will question the role and form of college library in future. The SWOT analysis provides an objective assessment as to whether the library is able to deal with the environment. Strength is a resource or capability an organization possesses to successfully achieve its objectives. A weakness is a debility, fault, defect, or limitation in the organization that prevents the achievements of its objectives. An opportunity is any conducive or favorable situation in the organization's external environment. It allows the library to enhance or improve its position. A threat, on the other hand, is an unfavorable situation, a barrier or constraint that may pose problems in the smooth working of the library or it may even damage it. Naturally, SWOT analysis allows strategies to be planned that can successfully utilize Strengths and Opportunities to overcome the Threats and Weakness the library is facing.

Objectives of Our Library

Primary objective of the library is to serve the needs of our Faculty, Research scholars, students and members of the library. It acts as a centre for study and research for the inmates of the college giving way to integral department users. Being an autonomous college the Library attracts outside users on deposit and non-deposit basis for academic and professional purpose.

SWOT ANALYSIS

The SWOT (Strengths, Weaknesses, Opportunities and Threats) analysis has been useful tools for decision making aid as a management tool for College Libraries that is planned. The process of utilizing the SWOT approach requires an internal survey of strengths and weaknesses of the program and an external survey of threats and opportunities. Structured internal and external examinations are unique in the world of curriculum planning and development. SWOT analysis (alternatively SWOT Matrix) is a structured planning method used to evaluate the Strength, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. A SWOT analysis can be carried out for a product, place, industry or person. It involves specifying the objective of the business venture or project and

identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The assessment of strengths and weaknesses are also facilitated through surveys, observation, questionnaires, focus groups, interviews with current and past students, and other knowledgeable sources. Once weaknesses and strengths are delineated, it would be appropriate to reconfirm these items. It should be recognized that different perceptions may exist depending on the representative group consulted.

The Internal Survey of Weaknesses and Strengths:

College libraries administrators seek to attract students or users to their college programs by increased promotional and advertisement efforts without paying any heed to their institution's strengths and weaknesses. The potential internal strength is dependent on the institution that could provide some basic requirements like various source of Information i.e. Computers, Software, Automation, E-Resources, Internet facilities, Remote Access, Networking. Staff should be qualified or they may go for training programs. The potential and possibilities for new services and programs may also emerge. Making a list of internal weaknesses could reveal areas that can be changed to improve the college, also some things that are beyond control. Examples of inherent weaknesses are quite numerous. A few are listed as follows: Various sources of information; Facilities and Services; poor building infrastructure; less staff and faculty morale; substandard Reading Room and Sections facilities; scarce instructional resources; and even the location of the institution within the community. Weaknesses occur in isolation; strengths are present and need to be enlisted as well. Examples of potential strengths could be: (a) New technological facilities should be provided with various source of information to users; (b) strong and dedicated staff with a high morale; (c) articulation with book bank facilities which would enable students to transfer others credits; and (d) diversity among the student population

Strengths and Weaknesses of the college library:

The strength and weakness of the college library in terms of the collection, staff strength, qualification of the staff and infrastructure are discussed in the following sections.

Collection:

Collection development is the process of making certain that the library meets the information needs of its user population in timely and economic manner, using information resources produced both inside and outside of the organization. Effective collection development requires creating a plan to correct collection weakness while maintaining its strengths. Though the college library has no written policy, it has sound collections. The collection includes documentary resources and electronic resources. The details of the current documentary resources of the college library is given in Table 1

Table -1
Document collection of college library

| Resources | Numbers |
|-----------------------------|----------|
| Books | 1,30,000 |
| Back Volumes of Periodicals | 13,2689 |

E-Collection:

The age of the library has a direct impact on the total number of documentary resources. The Implementation of IT in library has led to more concern about e-resources.

The e-resources available in college library is given in Table 2

Table -2 E-resources available in college library

| E- Collection | Numbers |
|------------------------|---------|
| CDs/DVDs | 2900 |
| e-journal subscription | 2 |
| e-books | 2000 |

Newspapers and Periodicals:

Newspapers and periodicals subscription is very important as far as college libraries are concerned. The number of newspapers and periodicals available in the college library is given in Table 3.

Table -3

Newspapers and periodicals in college library

| Newspapers and Periodicals | Numbers |
|----------------------------|---------|
| Indian Journals | 61 |
| Foreign Journals | 3 |
| Indian magazines | 75 |
| Foreign magazines | 9 |
| Popular periodicals | 2 |

Equipment:

The equipments available in the college library are given in Table 4

Table- 4

The equipment available in college library

| Equipment | Numbers |
|-------------------------|---------|
| Computers | 18 |
| Servers | 2 |
| Audio recorder | 3 |
| Laptop | 4 |
| Printers | 2 |
| Scanners | 4 |
| Barcode scanners | 1 |
| Photocopier | 3 |
| Audioandvideo cassettes | 2900 |
| Digital Camera | 1 |

Staff

Provision of adequate staff is necessary for the proper and effective functioning of a college library. The academic requirements of the library staff have since greatly changed.

The library staff strength and their educational qualification is given Table 5

Table -5
Human Resources and Educational Qualifications of professionals in the college library

| Designation | No. of Staff | Educational Qualifications | |
|--|--------------|---|------------|
| Librarian | 1 | M.Sc (phy) M.L.I.Sc M.S.W | NET NET |
| Library Staff | 1 | M.L.I.Sc., M.Phil. | |
| | 1 | B.A., B.Ed., M.L.I.Sc., M.Phil | |
| Library Staff | 1 | P.GWITH B.ED | |
| | 1 | PG WITH M.L.I.Sc | |
| | 1 | UG WITH M.L.I.Sc | |
| Professional Asst./Technical Assistant | 1 | M.Sc comp sci M.Phil. B.Ed | |
| | 1 | B.C.A | |
| | 2 | +2 computer courses | |
| Library Assistant (staff) | 7 | UG with C.L.I.Sc | |
| Non Professionals | 1 | | |
| Total Professionals | 17 | | |

Findings

Strength:

- There are many books in our library.
- Library is offering part-time job for students.
- The biggest strength is making the students read more.

Needs:

- Students need the library hour.
- Need more computer facility, so students can view library website and make it useful.

Weakness:

Books should be returned within seven days, and a person can take only two books at a time.

Conclusion

A SWOT analysis can be an excellent, fast tool for exploring the possibilities for initiating new programs in the college libraries. It can also be used for decision making within sister institutions and committees or even by individuals. A SWOT analysis looks at future possibilities for the institution & college library through a systematic approach of introspection into both positive and negative concerns. It is a relatively simple way of communicating ideas, policies, and concerns to others. It can help administrators to quickly expand their vision. Probably the strongest message from a SWOT analysis is that, whatever automation of action is decided, decision making should contain each of the following elements: building on Strengths, minimizing Weaknesses, seizing Opportunities, and counteracting Threats.

Our library has achieved many things and progressed from year to year. The changes and challenges to our library give more strength to the development process. Our library is helping students for their studies and also their personal development and research work. "If you have a library and a garden you have everything you need." So our Holy Crossians has everything they need.

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