



Review of Article and Journals on Divergent Themes

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Introduction: This paper is attempting to review the articles and literature journals which are published in national and international journals all over the world.

Impact: The review of articles and literatures allows the scholar to explore the important viewpoints carried out in articles and literature papers published by the research scholars, students, experts, academicians, etc.,. These reviews may give appropriate guideline to the research scholars and facilitate amalgamation of the past studies leading to the development of knowledge.

Secondary review of articles and literatures has not only enlarge the prospect for thoughtfulness of the themes related to the study, but also sharpen the method of positioning the components in the structure of the study.

The following research paper reviews restrain studies that have been carried out on divergent filed of social, scientific, education, health and economic, etc.

Review of Literature

(Social Media)

M. MADHAVAN, A.S AKTHIVEL, K. KRISHNAKUMAR (2017)IN THE ARTICLE “A STUDY ON THEIMPACT OF SOCIAL MEDIA AMONGTAMIL NADU YOUTHS(2017)”

EXMPLAINS THAT impact of social media usages among youth in Tamil Nadu related Flood in Chennai, Jallikattu Protest, Fishermen Issues, Nuetrino Issues, etc., Further it reveals that the impact of social media used by the younger generation through their age, gender, education, income, occupation and how the social media is used for rather than communication. The research design was exploratory in nature. Through the self designed questionnaires the researcher used the exploratory survey method to collect the data from 50 respondents and analyzed with help of “Statistical Package for Social Science (SPSS, Ver., 24)”. The authors concluded that



social media plays a very significant function in dissemination of information among the masses and social media should be used for mainly productive purpose not for the caustic purpose.

(Digital Advertisements)

T. S. ANOOP (2018) IN THE ARTICLE“A STUDY ON THE INFLUENCE OF DIGITAL ADVERTISEMENTS IN THE PURCHASE DECISION MAKING OF PEOPLE IN BENGALURU(2018)” The researcher tries to find out, how the online digital advertisements influence the purchase decision making process of the people in urban Bengaluru. The researcher have used the survey methods to find the percentage of urban people are using the e-Commerce online site such as Flipkart, Snapdeal, Ebay, Jabong, Shopclues, etc., and how “You Tube” Channel advertisement influencing the customers mind to purchase the newly launched products. As per the researcher finding the “You Tube” Channel advertisement is yielded the more impact than the television advertising. This shows that online advertisement through internet, mobile applications influencing the purchase decision process rigorously. As per the researcher, this study deals with consumer awareness regarding the new and prevailing products availability in the market through the online sites and online advertisement influence the purchase thinking of consumers.

(Political Propaganda)

HIJAB EM, MURAD K, AL BADRI HA AND ISMAEL HK (2018) IN THE ARTICLE“MEDIA AND POLITICAL PROPAGANDA; RADIO CAIRO IN THE ERA OF SADAT: ANALYTICAL STUDY (2018)” Through the analytical study, the author disseminated the message of political propaganda (*Latin word, the “gerundive form of propagare”, meaning to spread*) was handled through mass communication device such as “Radio Cairo” during the Egypt president Muhammad Anwar el-Sadat regime. The author used the content analysis methodology technique to evaluated the results by “Who Says; What to Whom; With What Effects”. The researcher collected the samples of “Daily & Weekly Political News, Talks, Commentaries schedule of Radio Cairo’s “Voice of the Arabs” programmes for three weeks. The purposively selected programs were carried by the Egyptian political broadcasts between the first of August 1978 and the end of April 1979, the period which witnessed the Camp David Summit. The author classified the data’s by constructing categories methods to identify the relevant symbols. The authors concluded the study with that; Propaganda is information that is not purpose and is used primarily to influence an audience and auxiliary an agenda, often by presenting specific selectively to support a particular combination or acuity, or using loaded language to fabricate poignant rather than a rational retort to the information.



(Media Education)

MANOJ D (2017) IN THE ARTICLE “TECHNOLOGY MEDIATED MEDIA EDUCATION:A CASE STUDY OF E-LEARNING INITIATIVES IN INDIA (2017)”

Through this paper, the author has explored the advantages and challenges of the e-media educations in India and states that online courses may break the geographical barrier of learning. Also repository of digital documents / books/ lectures provides vast advantage for the students in e-learning and the author insist the need of 3D/2D virtual lab in e-learning process, particularly in media education is much essential for the present/future generations scholar. The author advert that e-learning platform which have been formed so far, mainly caters the needs of Science and Technology scholars. As per the author’s report, most of the institutes are in India cheering the e-learning by launching e-content in Multimedia format for the web portals. Finally, the author concluded with computer stimulated education is lacking in practical learning experience of the students.

(Television Advertisements)

KAVITHA V (2017) IN THE ARTICLE “TELEVISION ADVERTISEMENTS MOTIVATING WESTERN LIFESTYLE ON ‘COLLEGE YOUTH’ (2017)”

Using the Quantitative Survey method, the author has surveyed the impact of western lifestyle among the college students at three south Indian cities between the age group of 17 to 23 through Non Probabilistic Sampling method using the Television advertisement surveillance. As per the authors statement Quantitative Survey methods was used due to; it is most prevalent, result oriented, effective and constructively efficient mode of study and also the theoretical background for this study was Social Learning theory, coined by “Albert Bandura” posits that individuals develops general behavior and attitudes by modeling the behavior of others. At the end the author concluded that as per the survey, the college students shift their lifestyle to Western life style due to the western advertisements portraying the western culture and make them to follow the western lifestyle.

Conclusion:

As perceived, the above reviewed articles are either practiced the survey methods or quantitative analysis methods for the data collections and analyzed using “Statistical Package for Social Science (SPSS, Ver., 24)”. It is found that utilizing SPSS is the common practice among the authors to evaluate the collected data. Most of the authors’ frame their questionnaires’ related to the theme that they wanted to do enquire to collect the data’s. As per the above five review articles, the authors are conclude with effects of Social Media, how the online advertisements implies the consumer thinking and how the communication device such as Radio, TV, Etc used for the propagation of ones ideas and philosophies.



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