

1. BODY IMAGE DETERMINANTS: A CRITICAL OUTLOOK

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ABSTRACT: The globalization of media have paved way for print and television advertisements to use images of thin female bodies to sell products and these advertisements are viewed by women all over the world. Western images of "beautiful women" and "perfect bodies" in the media tend to emphasize idealized standards of thinness and beauty that may be beyond the reach of most women. Many surveys have proved the fact that men and women possess negative body image and suffer from body dissatisfaction not only in the west but also in other parts of the world and the feminist scholars have tended that one should try to view the portrayal of idealized body image critically. In this connection, this paper, through a review of findings in body image research attempts to understand the concept of body image and various determinants that idealize a woman's body and define beauty standards. The paper also critically analyses the intermeshing and interlinking of these determinants in creating idealized images targeting at women.

KEY WORDS: Advertisements, Body dissatisfaction, Body image, Determinants, Media.

2.SOCIAL EXCLUSION OF THE TRIBALS

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ABSTRACT: The process of civilization, the method of modernization, the advancement of technology and every sphere of development and growth had the inbuilt dichotomous progress of inclusiveness and the exclusiveness. The inclusive exclusiveness of growth has developed a separate community that had been either consciously or unconsciously were left behind or thrown overboard. One such offshoot of the dichotomy was the exclusion of the tribal or the so called aborigines of India. The wake of the holistic growth and sustainable development brought forth the insightful comprehension of the extend of exclusion and the failure of inclusive growth that had been the state of affairs of the modern world. This article throws some light on the predicament being faced by nature loving and guarding humans known as tribal.

KEY WORDS: Tribal, Aborigines, Exclusion, Main Streaming, Tribal Rights.

3. “SMILE”-A NEW TOOL FOR MEASURING EMPLOYEE ENGAGEMENT IN INDUSTRIAL ORGANIZATIONS

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ABSTRACT: Employee engagement is gaining importance day by day and corporate companies are spending lot of time and energy in understanding how and what will enhance the engagement level so that the productivity level of individuals as well as organizations objectives will be attained with optimal level. Engagements bring people and organization together and make the employees to bind emotionally and give additional advantage to the efforts of organization. Engagement is a concept which deals with organizational drivers which brings people and organization together and makes them feel connected and stay contributed. There is lot of agencies doing engagement research and surveys which is now too expensive and there is a need to develop a tool for the use of organizations so that the engagement level can be ascertained by administering the tool. When the tool gives certain outcome the corrective actions can be taken then and there and organization can strive to achieve higher level of engagement. In this line of thinking, based on the work of last 5 years in the area of employee engagement, the author has developed a tool called SMILE for measuring employee engagement in organizations. The tool and its construct are explained in this article for the benefit of readers.

KEY WORDS: Engagement, Employees, Responsibility, Level of Engagement, Performance.

4. THE EMPIRICAL ASSESSMENT OF THE LEVEL OF AUTONOMY AMONG ADOLESCENTS

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ABSTRACT: The aim of the present study was to see the impact of Rational Emotive Behaviour Therapy (REBT) for the development of life skill- autonomy among adolescents. **Locus of Control Scale, by Stephen Nowicki Jr., and B.Strickland (1981)** was used to measure the life skill-autonomy. After the pre-test, a total of 100 students (50 boys and 50 girls) who measured low on life skill autonomy were selected and divided in to Experimental Groups (25 boys and 25 girls) and Control Groups (25 boys and 25 girls). The intervention programme was administered to the Experimental group and the Control Group was kept

under observation. The intervention programme was based on a specially designed REBT- Rational Emotive Behaviour Therapy that included 8 modules. After four months of intervention, the post-test scores were obtained. The results showed that the girls in the Experimental group in comparison to the Control Group improved significantly in post test condition on life skill autonomy. The boys in the Experimental Group sustained their level of autonomy in the post test condition. Group Counseling was found to be effective and the results showed a positive change in the attitudes, feelings and behaviours of the respondents.

KEY WORDS: REBT, Life Skill, Autonomy, Adolescence, Behaviour.

5.THE USE OF 3D ANIMATION IN DIGITAL MEDIA SUBJECT TEACHING TO SUPPORT STUDENTS WITH LOW IQ

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ABSTRACT: This paper presents the experiments and makes a research on 3D animation with Sound material for effective learning of Digital Media subject among the adult learners between the ages 20 to 30 with Low Intelligence Quotient (IQ). This paper proposes to make use of Autodesk MAYA (Version 8.5) animation software technologies to generate learning materials according to software features. The purpose of the research is to study on the use of 3D animation for learning when educational content is delivered to the Low IQ level Digital Media students of the BSc Visual Communication course through the CD. For this purpose, three types of the designed materials including the static book materials, 3D animation sound materials, and 3D animation without sound materials were randomly distributed to those Digital Media students with same Low level IQ of learning. An experiment has been conducted to study the use of 3D Animation material among the low Intelligent Quotient (IQ) level students. In our experimental setting, the IQ test based on Binet-Simon scale and animation material impact were conducted and the results were correlated. From the results, we observe that there is a positive correlation between the 3D animated material and performance among the low IQ level learners. The purpose of the research reported in this paper was to find out the usefulness of 3D animated learning material for supporting low IQ level Digital media subject learners between the age groups 20 to 30.

KEYWORDS: 3D Animation, Intelligence, Digital Media, Animation, Competency.

6.INTERPRETATION OF THE ORIGIN NARATIVES OF SHRINE VAILANKANNI

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ABSTRACT: The origin of the Shrine of Vailankanni is rooted in three miraculous apparitions and events which are attributed to have taken place in the late 16th Century and 17th Century, and subsequently, passed on through oral tradition. We have to rely upon oral tradition mainly because whatever historical records may have been available were all destroyed along with the other Catholic documents by the Dutch who captured this area in 1660, defeating the Portuguese. This article studies in detail and interprets the places, people, symbols, and rituals connected with the three origin narratives. Through a comparative study, it identifies the commonalities and differences between other Marian apparition narratives and events in the Catholic tradition as well as some temple myths and narratives in the Hindu tradition. The article concludes that the origin narratives of the Shrine of Vailankanni exhibit a hybrid of Catholic and Hindu elements without compromising the essential Catholic identity and has positively contributed to the social harmony and development of faith and people.

KEYWORDS: Shrine of Vailankanni, Origin narratives, Comparative religion, Interpretation, Christianity, Hinduism.

7.‘SUNIL’S DILEMMA- THE TUG OF WORK AND FAMILY’ (A CASE STUDY ON WORK LIFE BALANCE ISSUES OF A DUAL CAREER COUPLE)

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This case is intended to be used as the basis for class discussion rather than to illustrate either effective or ineffective handling of management education. The case was compiled from generalized experience.

8.WORKING WOMEN: WORK AND HOME PROBLEMS

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ABSTRACT: One of the most significant and positive changes taking place all over the world is the increasing number of women in every type of profession. Women's workforce participation has doubled in the last 25-30 years. This involvement of women among paid workforce has now drawn attention on the effects of employment on women's well being. This development has also perpetuated social, psychological and individual changes at home and at the work place for career women. Research studies over the decade have enabled to identify many stress factors that affect career women, the most important one being stress caused by integrating work and family. This article deals with the challenges career women face while juggling to balance work and family.

KEY WORDS: Career women, Family role, Working role, Stress, Organisation responsibility.

9. ANTECEDENTS AND CONSEQUENCE OF OCCUPATIONAL STRESS AMONG SCALE 1 AND SCALE 2 BANK MANAGERS IN TRICHY

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ABSTRACT: Occupational stress in any profession is likely to be experienced by the employees employed there and bank managers are no exceptions in this regard. This study tends to examine the causes of stress as well as its impact among the scale 1 and scale 2 managers working in various banks at Trichy. The present study, investigator has classified stressors into three groups namely, environmental, organizational and individual factors. All these factors are considered to be an important factor in causing stress in an individual. It is considered that if in any of the factors the employee had conflict or faces pressure; it may affect his performance adversely which in turn affect the productivity of the organization. The data were collected from bank managers by using personally administered questionnaires. The finding of the study suggests that scale 1 and scale 2 managers face stress at work place and it is affecting adversely on their personal life. It can also be implied that different stress management techniques should be used to improve the condition. It is also seen that potentials for and its consequences differs with different age groups and income groups. Future research is needed in terms of what strategies bank managers may use to cope with the work related stress in the banks with a larger sample size and with examination of other causes and effects of work stress as well.

KEY WORDS: Stress, Ageing, Psychological Factors, Environment, Coping Strategies.

10.POST-THEORY: GREENING LANGUAGE OF ANTHROPOCENTRIC-MADE

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ABSTRACT: In cultural and literary theories Postmodernism has a vital role to occupy in shaping the human life style and intellectualism. Theory has ended now by the advent of Post-Theory Era. Post –Theory Era has emphasized upon preserving Ecology and Eco-based literature and criticism. In literary work language is crucial dynamic. Here after language in literature is not a mere a tool to carry ideas. There are two theories in linguistics. 1)General theory of linguistics, which deals with structure, syntax, grammar, semantics.2).In special Theory of linguistics language has more powerful , pacifying and changing human life by the advent of Relexifying the language of anthropocentric made . In this paper Post – Theory has paved a path to greening the language of anthropocentric.

KEYWORDS: Ecolinguistics, Anthropocentrism, Ecocriticism ,Post –Theory ,Gaia Theory, Greening Grammar.

11.MULTI-CULTURAL AWARENESS IS THE NEED OF THE HOUR TODAY

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ABSTRACT : Culture controls our lives and defines reality for each of us, with or without our permission and/or intentional awareness. A "culture-centered" approach to Counseling recognizes culture as central and not marginal, fundamental and not exotic, for all appropriate counseling interventions. While mental health problems are similar across cultures, the complex classification of the appropriate helping responses across cultures has given rise to a global variety of counseling styles that are complex and ever changing. The increase of urbanized, modernized, and industrialized societies and the corresponding breakdown of family and village support systems have heightened the need for a global social problem. This article examines the ethical and professional foundations for culture – centered counseling.

Key Words: Multi-culturalism, Ethnography, Counseling Inventory, Integrity, Skill competency.

12. PREVALENCE OF AWARENESS ABOUT LIFE SKILLS EDUCATION AMONG TEACHERS

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ABSTRACT: The teacher is the maker of man says **Sir John Adams**. The teacher is the pivot of any educational system and vital component of the school. The main role of a school is to develop raw child to perfect human beings with rich values and potentials to lead a healthy life. They are the strategic site for addressing psychosocial problems of the students and helping them to adapt themselves with the changes that take place in the family, school and society. The Modern era teachers are not equipped to solve the psychosocial problems that arise in the students due to rapid changes that occur in home, school and society. As most of the schools in Tiruchirappalli do not have Students Counselling and guidance centre the teachers do not have awareness about School mental health programmes through which counseling, guidance and life skills education can be rendered to the students. The present study aims to assess the prevalence of awareness about Life skills education among the teachers. Descriptive design was used for the study. Self prepared questionnaire was used to collect the socio-demographic data and to assess the prevalence of awareness about life skills education among teachers.

KEYWORDS: Prevalence, Awareness, School Teachers, Psychosocial Problems, Life Skill Education.
