

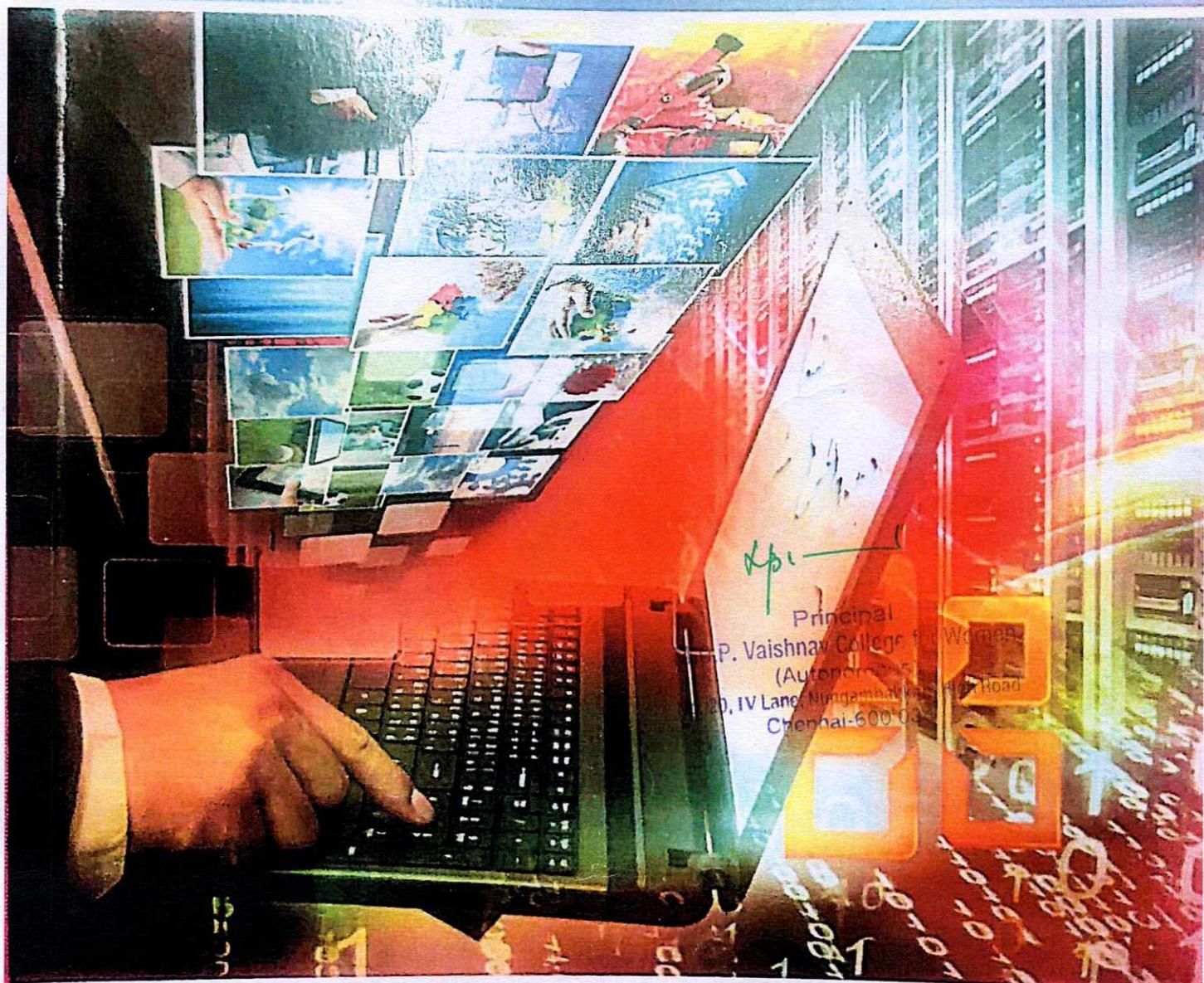


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CLIENT / SERVER COMPUTING

1

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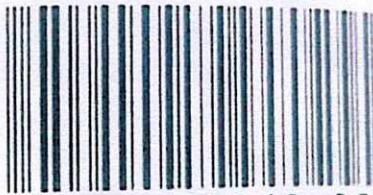


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PREFACE

The impact of *online business* has created a potential demand for the client server applications. Client Server applications provide a powerful and flexible mechanism for organizations to design applications to fit the business needs.

This text book on *Client / Server Computing* aims at introducing the concepts and purpose of Client and Server. It dispels the myths on the application of Client Server and helps the reader to understand the Client Operating System. The Authors have highlighted the importance of Network Management, Backup and Recovery mechanism. The chapters are written in a simple and lucid manner. Client Server Computing and its components are discussed in a nutshell. The evolution of Client Server technology and tools available for the same are also highlighted.

This book has been designed to cater the requirements of under graduate and post graduate students. It also guides initial learners, end users and programmers who wish to delve into client server computing technology.

Question papers of University of Madras are given at the end of this book, which will be helpful for the students to prepare for the examination. We place on record our sincere thanks to *Margham Publications* for bringing out this book. Suggestions for improvement and valid comments are welcome.

Authors

05-11-2015

**ICT AND
WOMEN EMPOWERMENT**

Editors

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CONTENTS

<i>Preface</i>	
1. ICTs, Women and Governance: A Study of Women Corporators in the Capital Region of Andhra Pradesh	1
— <i>Dr. G. Anita and M. Sreeramulu</i>	
2. Climate Change and Women's Empowerment Through ICT	16
— <i>Dr. S. Sarada</i>	
3. Use of Tablets by Women Panchayat Secretaries: A Survey Analysis	28
— <i>Dr. J. Madhu Babu, K.M.M. Krishna and Padma Ponugoti</i>	
4. A Culture Constructed Among Women Smartphone Users in Tamilnadu	44
— <i>Dr. M. Kalavathy</i>	
5. Information and Communication Technology (ICT) and Health Applications Pertaining to Reproductive, Maternal, Neonatal and Child Health (RMNCH)	60
— <i>Swaroopaa. Maralla and Prof. D. Bharathi</i>	
6. Impact of Mass Media on Development of Women in Rural Area	70
— <i>Dr. P.T. Havitha Thulasi and T. Naveen</i>	
7. ICT Use of Women for Economic Development and Empowerment: An Explorative Study on 'Kudumbasree' Members of Pathanamthitta Municipality—Kerala, India	82
— <i>Dr. Jolly Jose</i>	

CONTENT PAGE 1

431
Principal
M.O.P. Vaishnav College for Women
(Autonomous)
No. 20, IV Lane, Nungambakkam High Road
Chennai-600 034

29. Information and Communication Technology (ICT) and Women's Empowerment 349
— *V. Suneetha and Prof. M.V. Ramanamma*
30. A Study on the Role of ICT in Rural Women Empowerment in Tirunelveli 358
— *S. Shridevi and Dr. P. Govindarajulu*
31. Women Empowerment and ICT 374
— *A. Kusuma*
32. Rural Women Empowerment Through the Media—A Case Study in Ananthapuramu District of Andhra Pradesh 384
— *Dr. T. Konnaiyah*
33. Use of Online Social Media by Urban Women Entrepreneurs for Business Development 395
— *Arpita Maitra and Vidya Padmanabhan*

CONTENT PAGE 2

461
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(Autonomous)
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Use of Online Social Media by Urban Women Entrepreneurs for Business Development

Introduction

During any discussion on the status of women in India, words like illiteracy, exploitation, discrimination crop up first. Gender disparity still exists in India, even in urban parts of the country. Discriminations against the girl child must be fought with the resources at our disposal. The Prime Minister launched the Beti Bachao Beti Padhao (BBBP) initiative in January 2015 to send a message to the nation to value every girl child. (Bhatnagar, 2015). Every year, we celebrate 24th January as the National Girl Child Day. Still, the lack of support systems, low level of skills, and lack of public and private institutions are among the factors that handicap women when it comes to organizing and running businesses.

However, the trend is slowly changing. Women are coming forward into the business arena with many innovative ideas that are driving small-, medium- and large-scale enterprises. There are many factors which contribute to this shift in the role of women. First, family structures are changing, leading to neutral structures, and women consider themselves capable of contributing alongside their partners. Secondly, with increasing education and competence, women are proving themselves competent enough in managerial fields in the same measure as their male counterparts. And finally, the business world is changing, becoming more and

Arpita Maitra and Vidya Padmanabhan
Assistant Professor, M.O.P. Vaishnav College for Women,
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more gender-neutral. Immense flexibility has been provided by technological advancements so that women can work from anywhere and anytime. There are new avenues for economic participation for women today. With these conditions, women are becoming more conscious of their status and position in society.

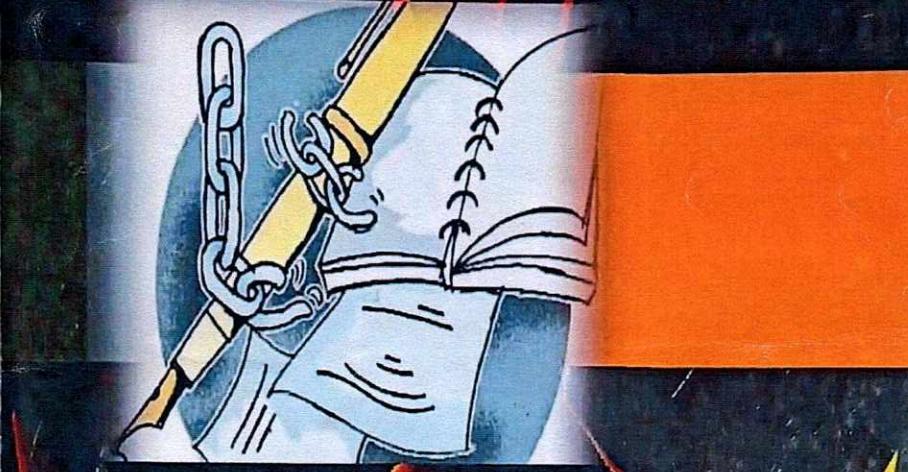
Women entrepreneurs may be defined as women or a group of women who conceive the idea to initiate, organize and operate a business enterprise. The term "Women Entrepreneurship" means an act of business ownership and business creation that empowers women, increasing their economic strength as well as position in society.

With growing sensitivity to economic status, the hitherto hidden entrepreneurial potential of women is now coming to the fore. More and more avenues of economic participation are being exploited by women today, breaking age-old barriers. The compelling desire of women to do something on their own drives many successfully runs organized enterprises. These entrepreneurs are multi-taskers, right from supporting life to creating wealth, (Kataria, 2007). They are creators of huge organizations, employing thousands of workers and major think tanks. Right from selling cupcakes to jewellery to salon services and banking services, female entrepreneurship has a huge canvas.

Women today have avenues to build their own public platforms, which actually bypass traditional power structures. One way they achieve this is through the power of the Internet. The number of people connected on social media is progressively increasing, and women are avid users, according to research data. Some 80% of women who have Internet access say they use social media, while only 73% of online men do so (Anderson, 2015).

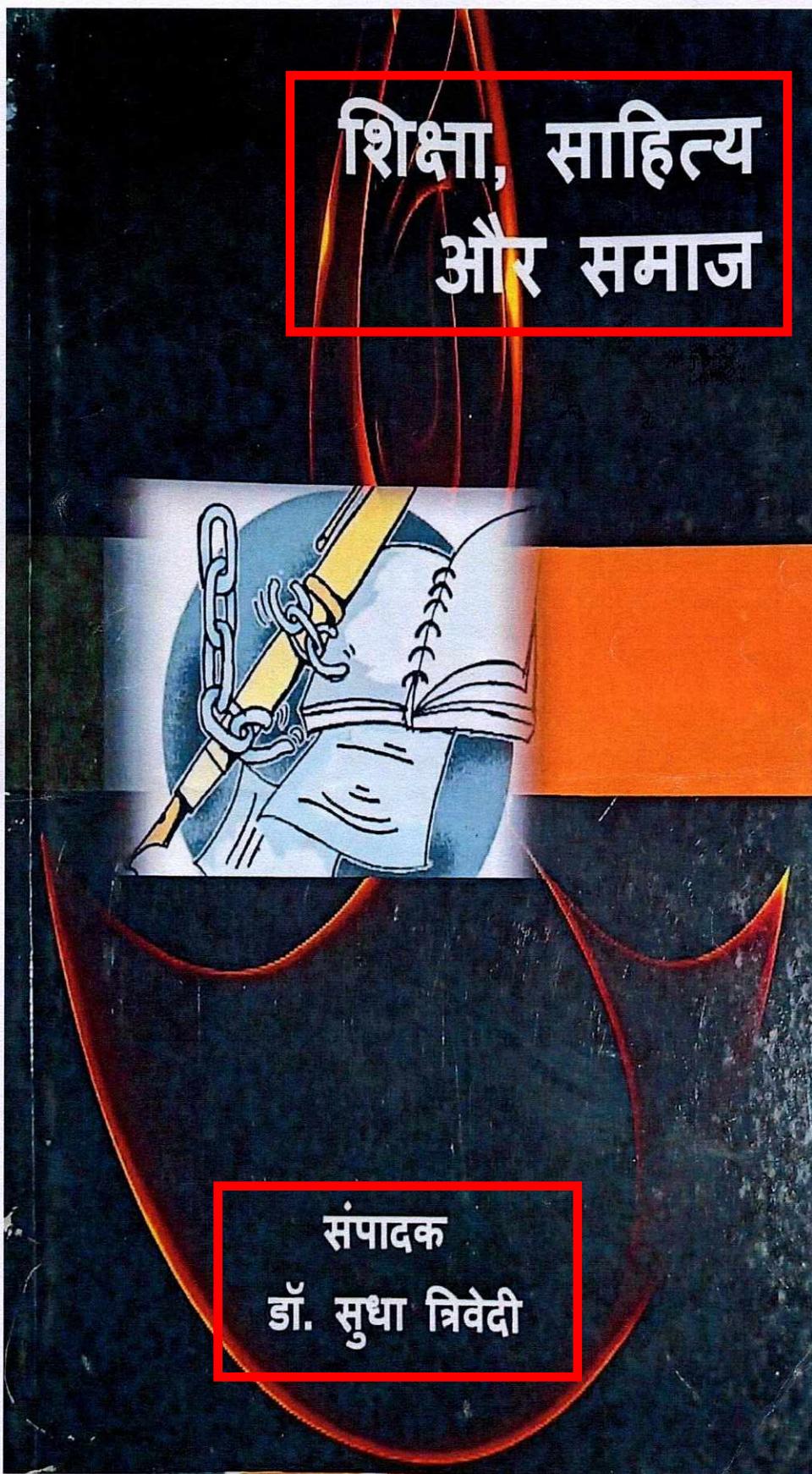
The business climate at large seems favourable for

शिक्षा, साहित्य और समाज



संपादक

डॉ. सुधा त्रिवेदी



संपादक की बात

शिक्षा मन्त्री को प्रायः बातों का गमन है। शिक्षा लारों को समाज स्वर्प में लौकिक और पार्सनलीकूक जान देनी है, उन्हें ऐतिक नियमों से अवगत करकर उन्हें साधना निर्माण का एक आवश्यक आग बनाती है। यह स्वर्प में हम कह मकते हैं कि शिक्षा वारस्ताविक अर्थों में उन्हें समाज में जीने के योग्य बनाती है, इनपर मायूरायिकता का भाव भरकर उन्हें गवको याथ लेकर चलना मिखाती है, मवक कल्याण के लिए काम करना सिखाती है। यह समग्र शिक्षा न केवल शिक्षण मंथानों में मिलती है, बल्कि समाज और परिवार भी बालकों के चरित्र निर्माण और व्यवहारिक शिक्षा की दिशा में महती भूमिका निभाते हैं। दुख के साथ कहना पड़ता है कि आज के समाज में अधिकांश लोगों में यह धारणा दृढ़ हो रही है कि शिक्षा आजीविका के लिए, जीविकोपार्जन का एक ढूळ है। शिक्षण संस्थान जो शिक्षा देते हैं, उसके लिए समाज से भी अपेक्षा रखते हैं कि उसे दृढ़ करने में हमारा सहयोग करें।

आज उत्कृष्ट साहित्य को ही हासिल्य की चीज मान्यने का चलन जोर पकड़ रहा है। लोगबाग समझते हैं कि उतना ही पढ़ा जितना परीक्षा में आएगा। उसमें वाहर की चीज पढ़ने के लिए उत्साहित करनेवाले लोग कम हो गए हैं और हतोत्साहित करनेवाले बहुतेरे हैं। सच यह है कि उत्कृष्ट साहित्य के अध्ययन मनन में ही उच्च चरित्र का निर्माण होता है।

इस तरह हम पाते हैं कि किसी भी देश में अच्छे नागरिकों के निर्माण में शिक्षा के साथ समाज और साहित्य की भी अहम भूमिका होती है। और यह कहने की आवश्यकता नहीं है कि अच्छे नागरिकों से ही एक श्रेष्ठ राष्ट्र-निर्माण की कल्पना पूरी हो सकती है।

इन्हीं सब बातों को ध्यान में रखते हुए, हमने देश भर के चिंतकों और विद्वानों को आमंत्रित कर इस विषय पर चिंतन मनन करने हेतु इस वर्ष 25 जनवरी 2016 को एक राष्ट्रीय संगोष्ठी का आयोजन किया। देश भर से जमा हुए, तकरीबन 40 विद्वानों ने इसमें हिस्सा लिया और अपने शोध पत्र प्रस्तुत किए। इन प्रपत्रों में आज के समाज के यथार्थ दर्शन के साथ इस विषय के आदर्श स्वर्प पर भी मंथन किया गया।



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हिन्दी नाटकों में लोक चेतना



संपादक

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एस.आर.एम. विश्वविद्यालय, कट्टनकुलातुर, चेन्नई



सृजनलोक प्रकाशन

सामाजिक एवं सांस्कृतिक परिवर्तन में नाटकों की भूमिका

□ डॉ. सुधा ब्रिवेदी

सर्वविदित है कि भारतवर्ष में सामाजिक एवं सांस्कृतिक परिवर्तनों हेतु लोकचेतना को, जनमानस को जागृत करने में नाटकों की भूमिका सर्वोपरि रही। एक पढ़ा और सर्वविदित उदाहरण सत्य हरिश्चंद्र नाटक का ही है जिसे देखकर एक लोटा सा बालक मोहन महात्मा बन जाता है। उलट देता है विश्व के नवशे को! जब बोलूंगा मत ही बोलूंगा और सच के सिवा और कुछ नहीं बोलूंगा। यह उसी नाटक का प्रभाव था कि बाद में शास्वज्ञाता बने बालक मोहन से मोहनदास करमचंद गांधी और बाद में महात्मा गांधी बने उस महान व्यक्ति ने शास्त्रों को भी ललकार लिया। कहा मत्यम् दृश्यात् प्रियम् दृश्यात् न दृश्यात् सत्यम् अप्रियम्? नहीं। मैं नहीं मानता। मत्य अप्रिय हो तो भी बोलो जैसे कड़वी होने पर भी दवा ली जाती है। यह है लोकचेतना पर नाटकों का प्रभाव। क्योंकि नाटकों को 'अपील' सार्वजनीन होती है। कोई पढ़ा लिखा है तो ही शास्त्र समझेगा वह भी गुरुजी समझाएंगे तब मगर नाटकों में यह बह नहीं है। प्रभावशाली नाटक सामान्य दर्शकों को भी उतना ही प्रभावित करेगा जिनमा उच्च शिक्षित को। कालिदास ने लिखा है कि नाटक विभिन्न प्रकार की रुचि खननवाले मनुष्यों तक संदेश पहुंचाने का अद्वितीय साधन है-

नाट्यं भिन्नरुचेन्नरथ्य, बहुधाप्येकं समाराधनम्।

और तभी शास्त्रकारों ने लिखा- "काव्येषु नाटक रथ्यम्"

नाट्यशास्त्र के प्रणेता भरतमुनि ने नाटक को सबसे अधिक रमणीय और "रथ्यवद्" कहा है। सभी वर्णों के लिए ब्रह्मा ने ऋग्वेद से पाद्य, सामवेद से गान, इन्द्रियों में अभिनय और अर्थवेद से रस लेकर 'नाट्यवेद' की सृष्टि की :

जग्नाह पाद्यं ऋग्वेदात्, सामध्यो गीतमेव च।

यजुवेदादभिनयान्, रसमाधर्वणादपि। नाट्यशास्त्र 1/17-18

इसी देश में नाट्य-लेखन और अभिनय को बहुत लाल्ही और समृद्ध रूपण गये हैं। वित्यन भ्राति पाश्चात्य विद्वानों ने स्पष्ट स्वीकार किया है कि विद्वानों न अपने यहीं नाटक का प्रादुर्भाव अपने आप किया था। परंतु हाँ! "संस्कृत नाटक के म्याण्डुयग के बाद हमारी रंग-परंपरा विच्छिन्न हो गयी। उसके बाद प्रायः यह हजार वर्ष तक भ्रातुर्भाव भाषाओं में नाटक बहुत ही कम लिखे गए"

हिंदी नाटकों में लोक चेतना [251]

Fuzzy Logic Model for Load Balancing in Cloud

T Sunitha Rani, Dr. K. Shyamala and Rajalakshmi R

Abstract--- Today Cloud Computing has become a social phenomenon in the field of research and industry. Cloud environment encompasses virtualization, distributed computing, internet and different kinds of services. The sharp growth of users on the cloud services has increased the load on the servers at cloud data centers. This is a core and challenging issue in cloud computing. Efficient load balancing is therefore a key to successful cloud-based architectures. Primary parameters that affect the performance of load balancing are throughput, fault tolerance, overheads, response time, points of failure, performance and resource utilization. This paper analyses load balancing in cloud using fuzzy logic that takes into consideration the three parameters namely, response time, resource utilization and fault tolerance. A weight factor has been associated with each of these parameters to determine their influence on load balancing.

Keywords--- Load Balancing, Response Time, Fault Tolerance, Resource Utilization, Fuzzy Logic, Cloud Computing.

I. INTRODUCTION

CLOUD COMPUTING is a model that enables on-demand network access to a shared pool of computing resources, promotes availability, maintainability, massive scalability and elasticity. Generally accepted cloud services are Software-as-a-service (SaaS), Platform-as-a-service (PaaS) and Infrastructure-as-a-service (IaaS). SaaS provides applications that are enabled for the cloud and supports stateless application architecture. PaaS provides a platform to developers for writing applications that run on the cloud. IaaS provides a scalable and shared computing infrastructure. Increasing number of cloud users is synonymous to the increasing number of requests for cloud services at any instant which is considered as the load of the server. The solution to this problem is to balance the load of servers based on the selected

parameters. The parameters used for balancing load are response time (total amount of time it takes to respond to a request for service), resource utilization (how effectively the resources are used) and fault tolerance (ability to withstand the faults). Fuzzy Logic (FL) is used to analyse load balancing in cloud. FL is a problem-solving control system that incorporates a simple, rule-based (IF X AND Y THEN Z) approach rather than modelling a system mathematically. This paper incorporates fuzzy logic to identify the states of the parameters to obtain measurable improvements in balancing the load.

II. LITERATURE REVIEW

The authors in [8] have given an overview of cloud computing by highlighting the purpose and scope of cloud computing, essential characteristics such as on-demand self service, broad network access, resource pooling, rapid elasticity and measured service. It also focuses on the cloud services delivery model and cloud deployment model. Parameters that affect the load balancing in the cloud computing [7] are throughput, run time, fault tolerance, overheads, response time, performance and resource utilization. Simulated results revealed the extent of impact of these parameters on load balancing. Also parameter makespan (runtime) is of great significance for the data centers in cloud. So the task of the researchers is to reduce makespan for effective load balancing. Two other parameters processor speed and assigned load of Virtual Machine (VM) [3] of the system have been used to evaluate the balanced load on data centers of cloud computing environment through fuzzy logic. A method for energy consumption management using fuzzy logic technique [4] has also been introduced with input parameters as number of jobs submitted, percent of successful jobs and sum of run time of jobs.

III. FUZZY LOGIC MODELLING OF LOAD BALANCING

To model a system using fuzzy logic, the first step is to define the control objectives and criteria to determine the input and output relationships. A load balancing algorithm has to be effective enough to maintain a balanced load without causing damage to the servers in any way. In order to achieve this, the output parameter of fuzzy logic, requires more attention. Inputs and output of fuzzy logic system are shown in Figure 1.

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K/3
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Android Based Quick Response Code Authentication in Cloud for Student Information System

T Sunitha Rani, Dr. K. Shyamala and Asha D

Abstract-- *Android is a technology that has started making things easy for users. Quick Response (QR) code was designed to store information with high speed reading capability. QR code holds encoded information. These codes can be captured with android mobile for processing. Encryption algorithms are used for encoding and decoding. The objective of this paper is to propose a real time QR code capturing model for cloud based storage of student information system and digital learning. In this model, the application in the mobile phone captures and decodes the image of the student's identification number and sends it to the Cloud Data Management Interface for authentication. Once authenticated, student details and loaded lectures can be accessed by authorised users.*

Keywords--- Quick Response Code, Cloud, Authentication, Encryption, Pixel

I. INTRODUCTION

AUTHENTICATION is an important process for any application. It ensures that the specified user is an authorised person to access the details. Today, graphical codes, such as EAN, GS1 data bar, Quick Response (QR) code, Barcodes are frequently used in our daily lives. Barcode is designed as one-dimensional code that is encoded only in horizontal direction from left to right and can hold up to 20 characters as shown in Fig1. The angle of the scanner plays a major role for scanning. Quick Response (QR) codes are two dimensional barcodes, encoded in both horizontal and vertical directions and hold data hundred times more than a barcode as in Fig2. These codes have a numerous operations such as information storage, direction to URL, transaction tracking and identification. The popularity of QR is mainly due to its features such as robust to geometrical

distortions, easy to read and high encoding capacity enhanced by error correction facilities. A QR code encodes the information into binary form. Each information bit is represented by a black or a white module. The largest QR Code consists of 177x177 modules and holds up to 23,648 data modules. The Reed-Solomon error correction code is used for data encryption. Four error levels in error correction are L, M, Q and H with error correction capacity of 7%, 15%, 25% and 30% respectively. Three position tags are used for QR code detection and orientation correction. One or more alignment patterns are used to code deformation adjustment. The module coordinates are set by timing patterns. Format information areas contain error correction level and mask pattern. The code version and error correction bits are stored in the version information areas. The QR code generation algorithm consists of information encoding using Reed-Solomon error correction code, information division on code words, application of mask pattern, placement of code words and function patterns.



Fig. 1: Barcode

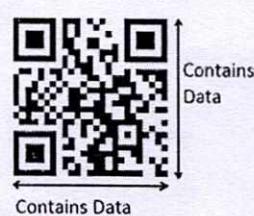
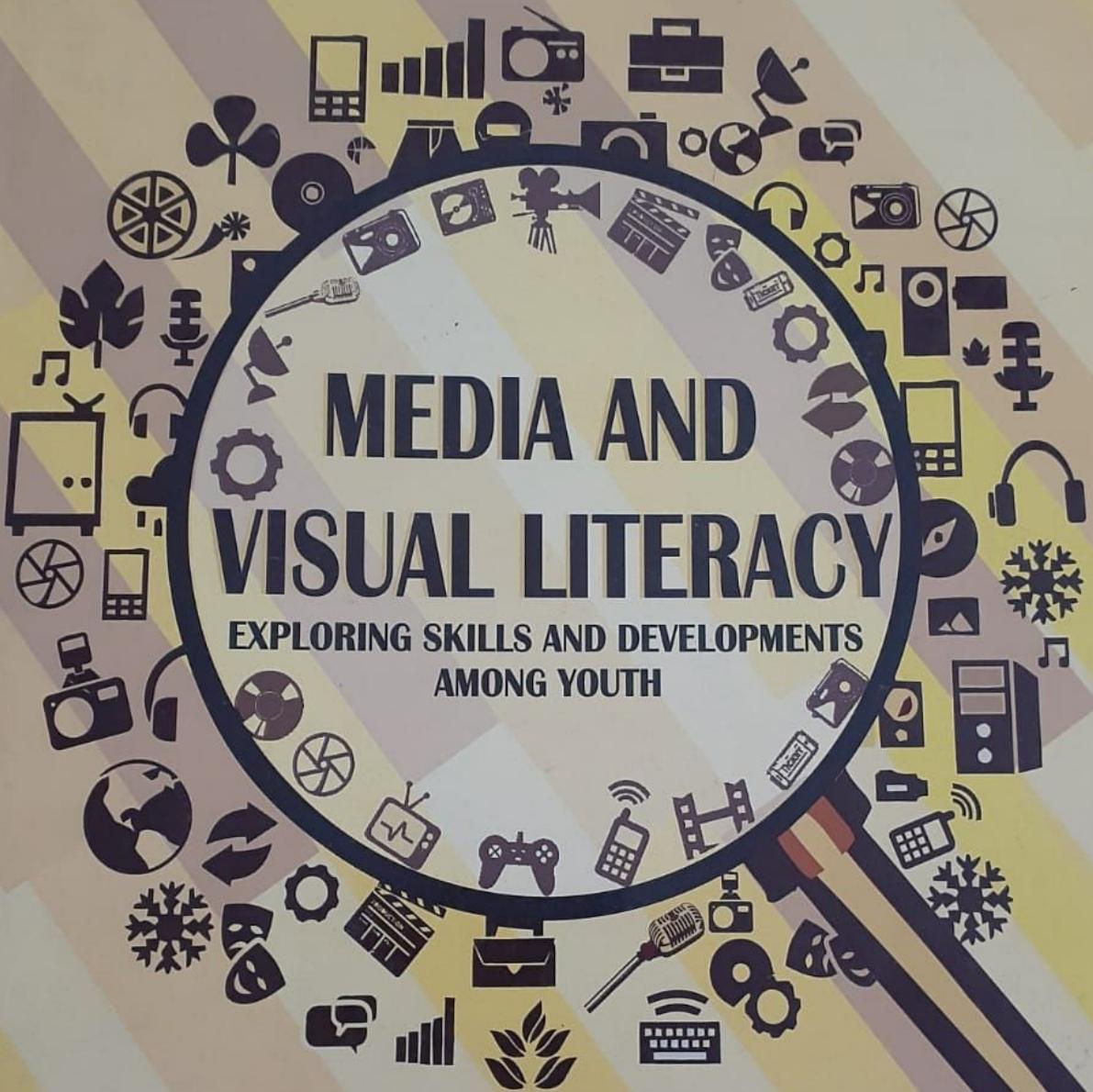


Fig. 2: Quick Response Code

The QR code recognition algorithm includes the scanning process, image binarization, geometrical correction and decoding algorithm. This paper proposes a QR based recognition model for information sharing.

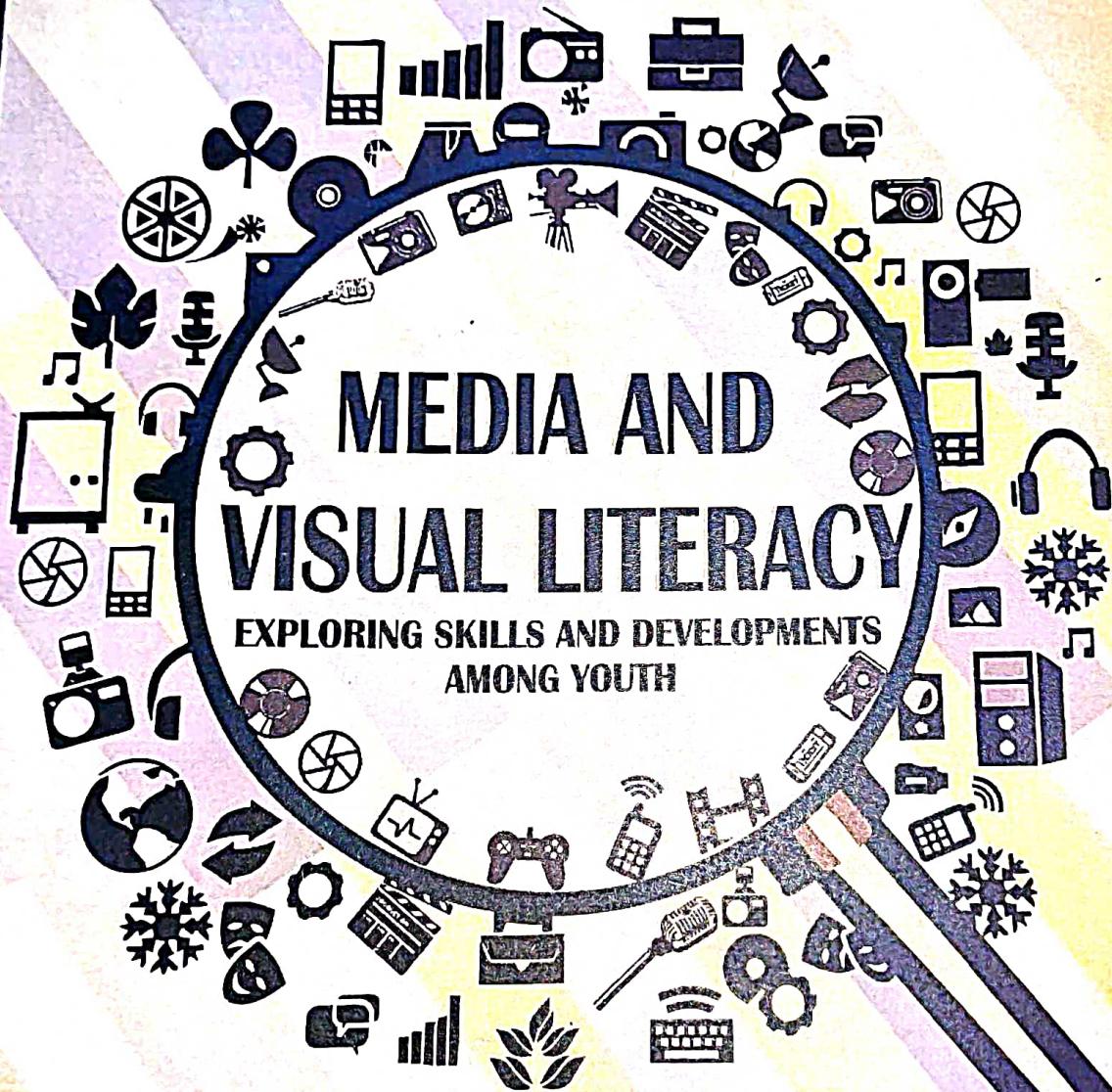
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MEDIA AND VISUAL LITERACY

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50. Visual Analysis of Advertisements: A Study of Young Adults' Perception
Dr. Amurekha S, Ms. Gayathri E

234

51. Children as Media Producers (CAMP)
Mr. Anil Kumar P

52. Understanding the Relevance of New Media Technology on Film Promotion and Marketing in Indian Cinema
Ms. Debanandithar

241

53. Media Literacy to School Children Through Television Advertisements
Dr. I. Senthila Devi

246

54. To Study the Influence of Television Commercials on Children Through Gatekeepers:
A Qualitative Approach
Ms. S. Aswini Chithra

249

55. Visuals Aesthetics Enhance Brand Recall – A Study on TV Advertisements of Chocolates Among Youth
Ms. Ramya K. Prasad

255

56. Study on the Influence of Promotional Tools Used in Film Marketing Among Youth in Chennai City
Dr. R. Preetha, Ms. Meenakshi Ganesh

260

57. A Study of Factors Influencing Attitude Towards Mobile Internet Advertising Among College Students in Coimbatore, India.
G. Prashanthi, Dr. Mallika Vijaya Kumar

264

58. A Textual Analysis on the Content of TV Commercials W.R.T. Advertising Appeals used in Positioning of Parent and Sub Brands of Cadbury's and Nestle Chocolates
Ms. Ramya K. Prasad

269

Chapter VI: MASS MEDIA AND ISSUES

59. Deconstructing Divinity: A Discourse on Dinkoism
Ms. Anjali S. Thampam

273

60. A Study on Cartoon-Characters of 'Uncle Sam' of The USA in Contrast with R.K Laxman's 'Common Man' Of India
Ms. J.S Chithra

280

61. Social Media and Public Participation: The Role of Social Media Post-2010 Crisis in Kashmir Region
Mr. Arif Nadaf

284

62. A Study on the Coverage of Swachh Bharat campaign by Regional dailies in Tamil Nadu
Mr. S. Sree Govind Baratiwaj, Mr. R. Venkatesh Aravindh

289

63. An Analysis of Photo Journalistic Ethics on Koodankulam Issue in Tamil Nadu
K. Manikkam, Dr. G. Balasubramania Raja

294

64. RTI - Awareness Among Tribal Society in Tamil Nadu
Mr. R. Rajkumar

300

65. Impact of Anti-Smoking Designs Among the Smokers in Chennai
Mr. E. Muruganandam, Mr. B.X. Pascal Baylon Xavier

303

66. A study on the Incidence of Net Addiction Among School Students in the Chennai Metropolis Town
Ms. B. Saranya

303

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(Autonomous)

No. 20, IV Lane, Nungambakkam High Road

Chennai-600 034

DB 1 →

306

50. Visual Analysis of Advertisements: A Study of Young Adults' Perception <i>Dr. Amritha S., Ms. Gayathri E.</i>	230
51. Children as Media Producers (CAMP) <i>Mr. Anil Kumar P.</i>	234
52. Understanding the Relevance of New Media Technology on Film Promotion and Marketing in Indian Cinema <i>Ms. Debanandhar</i>	241
53. Media Literacy to School Children Through Television Advertisements <i>Dr. I. Senthila Devi</i>	246
54. To Study the Influence of Television Commercials on Children Through Gatekeepers: A Qualitative Approach <i>Ms. S. Aswini Chithra</i>	249
55. Visuals Aesthetics Enhance Brand Recall – A Study on TV Advertisements of Chocolates Among Youth <i>Ms. Ramya K. Prasad</i>	255
56. Study on the Influence of Promotional Tools Used in Film Marketing Among Youth in Chennai City <i>Dr. R. Preetha, Ms. Meenakshi Ganesh</i>	260
57. A Study of Factors Influencing Attitude Towards Mobile Internet Advertising Among College Students in Coimbatore, India. <i>G. Prashanthi, Dr. Mallika Vijaya Kumar</i>	264
58. A Textual Analysis on the Content of TV Commercials W.R.T. Advertising Appeals used in Positioning of Parent and Sub Brands of Cadbury's and Nestle Chocolates <i>Ms. Ramya K. Prasad</i>	269
Chapter VI: MASS MEDIA AND ISSUES	
59. Deconstructing Divinity: A Discourse on Dinkoism <i>Ms. Anjali S. Thampam</i>	273
60. A Study on Cartoon-Characters of 'Uncle Sam' of The USA in Contrast with R.K Laxman's 'Common Man' Of India <i>Ms. J S Chithra</i>	280
61. Social Media and Public Participation: The Role of Social Media Post-2010 Crisis in Kashmir Region <i>Mr. Arif Nadaf</i>	284
62. A Study on the Coverage of Swachh Bharat campaign by Regional dailies in Tamil Nadu <i>Mr. S. Sree Govind Baratwaj, Mr. R. Venkatesh Aravindh</i>	289
63. An Analysis of Photo Journalistic Ethics on Koodankulam Issue in Tamil Nadu <i>K. Manikkam, Dr. G. Balasubramania Raja</i>	294
64. RTI - Awareness Among Tribal Society in Tamil Nadu <i>Mr. R. Rajkumar</i>	298
65. Impact of Anti-Smoking Designs Among the Smokers in Chennai <i>Mr. E. Muruganandam, Mr. B.X. Pascal Baylon Xavier</i>	300
66. A study on the Incidence of Net Addiction Among School Students in the Chennai Metropolis Town <i>Ms. B. Saranya</i>	303
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DB 1 —

STUDY ON THE INFLUENCE OF PROMOTIONAL TOOLS USED IN FILM MARKETING AMONG YOUTH IN CHENNAI CITY

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6

Abstract— Film marketing is a growing phenomenon that has changed the face of media business. With advent of technology and modern consumer society in media industry the distribution of films for their promotion has changed significantly over a period of time. Also new ways of promotional strategies are employed to target the audience at local, national and international markets. When marketing a film, youth has always been considered as an important demographic section of the population who are also said to be the major consumers of the film be it tangible or intangible. The emerging behavioural trends of the youth are generating a lot of interest among researchers. The audience has made the youth market eminently worthy in search of movie promotion business. This paper examines to address the general promotional tools adopted to effectively market new movies to capture the youth population in Chennai city. Hence a survey study method is adopted to assess the sample in how they understand and identify the best promotional strategies adopted by the marketers to market new movies. Further the study also highlights the importance of using innovative promotional strategies to have an effective reach in order to maximize the profit.

Keywords— Film Marketing, Promotional Tools targeting Youth, Marketing strategies

INTRODUCTION

In today's film industry world, the success or failure of any film depends on the film promotion. Film marketing across the world are adopting and adapting various promotional strategies in making the movie reach catering to different section of people. Transformation of

one of the major overseas distributor traditional method of movie promotion includes Cinema trailers, Posters, Print and Magazine Advertisements. Earlier, movies were promoted by airing movie trailers on TV channels, advertising through Radio stations and also by putting hoardings and banners in metro cities and even in small towns and cities. Parallel Cinemas are promoted by National Film Development Corporation with the help of state funding. Recently movies are promoted in many such forms through Television shows, Radio channels, Public places, Malls, Concerts, Press conferences, Meet interactions, Tie-ups with Branded product houses, Corporates and the most important way of promotion in today's era, is through the web based marketing. Suresh Sanappa (2014).

The growth of multiplexes has improved the movie-going experience for Indian audiences and has led to increased per ticket realization. Rising urbanization and growing disposable incomes are also driving increased investments in multiplexes. Harry Potter is as an evergreen franchise for Warner Bros and while eight movies were based on the seven books, which had already been released, the franchise will be kept alive in memory through theme parks, video games and digital initiatives.

In India, Ra One movie was perhaps first to organize a 360 degree campaign for Indian film with 25 brands associating them with the film in various capacities, Dms Young (2012). The promotion of this movie done on slabs targeting a larger audience everytime. The release of two teasers during World cup 2011 was followed by the launch trailer after three months. Also there was a



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X31
IMAGE
DISCRIMINATION
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CRIME
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WELL-BEING
EQUALITY
LAW
GENDER

JUSTICE
SECURITY
POLITICS
IDENTITY
ABUSE
ECONOMICS

PROCEEDINGS
June 29 & 30, 2016

38. Gender Difference in College Students: Self Esteem and Pain Perception	160
<i>Jagadesh Chander. R and Thamilselvan. P</i>	
39. Gender Differences in the Adoption of Online Shopping	160
<i>Pavithra R and Kanchana M</i>	
40. The Damsel in Distress and his Knight in Shining Armour: Implicit Gendering of Gender-neutral Terminologies	164
<i>Hemali Maher</i>	
41. Relationship between Difference in Couple's Personality and their Marital satisfaction	213
<i>Ahil.Nand Lincy Benny.B</i>	
42. Influence of Gender on Perceived Stress among Student Leaders in College	172
<i>Manaswini. P and Veena Easvaradoss</i>	
43. Gender Difference in Eating Disorders among College students	177
<i>Sneha V. Ebenezer, Brenett A. Fernando, Jona Linshi, L. S and Kanchana M.</i>	

Theme IV - Gender, Social Justice and Human Rights

44. The Innumerable Possibilities and Palisades of Women's Studies in India.	181
<i>Preetha Rewins</i>	
45. Gender Inequality and Economic Growth In India	185
<i>C. Joy Sheryl and Titty Elizabeth Philips</i>	
46. Attitudes of Urban Indian Men towards Gender Equality	190
<i>Sri Janani Vasanth, S. M. Vasanthakumari and Narayani. A</i>	
47. Gender, Consumption and Electoral Politics: The case of Tamilnadu Elections	195
<i>Punitha D</i>	
48. The Construction of Gender through Sports Journalism in Select Telugu Newspapers	199
<i>Madhavi Ravikumar</i>	
49. Class, Caste and Gender Discrimination in Sexual Violence in India	204
<i>Tamilselvi .N and Deepa Viswam</i>	
50. Legal Intervention to Ensure Gender Justice for Victims of Honour Killing	207
<i>S. Bhavani and M. Srinivasan</i>	
51. Impact on Psychosocial Factors among Politicians – A Critical Review	217
<i>Issac Nelson and Thamilselvan P</i>	

N/B _____
Principal

Theme V - Gender, Media and Social Communication

52. Information and Communication Technology and Socio-Economic development of women: Limitations and Challenges Faced by Women in Pondicherry	217
<i>K. S. Krishika and V. Ilamparithi</i>	
53. Stereotypes in Marriage Advertisements in Globalized India – A Study	223
<i>Arpita Maitra, Sathyabama Oppili and Vidya Padmanabhan</i>	

Theme IV - Gender, Social Justice and Human Rights**The Innumerable Possibilities and Pallisades of Women's Studies in India.**

7

Preethi Rewlus

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Abstract: Of late, Women's Studies has become a highly deliberated subject in most Universities and Women's Colleges in India. The topic has garnered enough attention to the extent of challenging major gender prejudices in public, as well as private domains. Ironically, the Feminist theory of debunking the normal/stable has had a minimal influence in establishing an open-minded power structure within Indian society. This paper proposes a simple yet solid system to tackle some of the key women's issues such as: gender bias, sexual abuse, domestic violence, women's economic vulnerability, motherhood, body image and more importantly, women's engagement in decision-cum-policy making. Gathering social sensitivity towards Gender issues can be made possible with continual contributions in four major areas: education, mass media, family and work place. This paper recommends that a women's discourse as a narrative needs to be more concrete and result oriented, rather than confining it to complex abstract theories. In view of the current social scenario, Women's Studies in India from here on should focus on conceiving and promoting an effective self-sustained matrix, which will open up an entirely reassuring platform for women to operate in an egalitarian manner.

Introduction

Shirley Chisholm, who rose to prominence as the first African-American woman candidate in 1972's Presidential election of United States, wrote: 'You don't make progress by standing on the side lines, whimpering and complaining. You make progress by implementing ideas.' Chisholm's nerve to challenge the archaic American political psyche by running for American President, paved way for fulfilling the political dreams of Barack Obama and Hillary Rodham Clinton.

Women's participation in private and public spheres has always been a problematized area. When we analyse woman's social, economic and political participation in a country, we realise that her engagement in most of the domains is that of a passive subject than that of an active participant. Fundamental to Feminism is the premise that women have been 'left out' of the codified knowledge: where men have formulated explanations in relation to themselves, they have generally either rendered women invisible or classified them as deviant (Spender, 1981:2).

In India while women enjoyed a liberal status during the Vedic periods, it gradually declined to a restrictive and a subjugating position from the medieval times. Post-Independence, Indian Constitution empowered women with right to equality. Despite having a woman Prime Minister, President, Chief Ministers in prominent States and a Women's Reservation Bill to reserve 33% Lok Sabha and Vidhan Sabha seats for women at local and national levels, India has a minimal of 10.9% of women representatives in the national Parliament. The Global Gender Gap Report published year on year by the World Economic Forum reports that in India the gender gap is most conspicuous in the economic participation and opportunities. While the Indian economy had an annual growth rate of 7.3 %, this optimism hasn't translated to women's participation in the labour force. These figures are a clear reflection of our society's age-old dogmas and the social undercurrents, which prevent women from exercising their rights and lead a life of dignity and independence.

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Scope of Women's Studies in India

Women's studies in India emerged as an offshoot of feminism to challenge the increasing disengagement of women's sensibilities in the nation building process. The failure to include women's standpoint in the various organisational structures, triggered major universities in India to develop a new body of teaching learning framework from women's perspective. The Study's main focus has been to constantly critique the deep rooted gender assumptions and practices. The discourse examines gender roles from multiple analytical levels in the social, cultural, regional and ethnic contexts. Women's studies in India, therefore has gained a more indigenous nature than its European counterparts.

Stereotypes in Marriage Advertisements In Globalized India – A Study

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Abstract: Gender stereotyping refers to ascribing to a man or a woman specific attributes and characteristics by reason only of her or his membership in the social group of man or woman. Social orientation with solidarity and closeness is an age-old feminine role whereas power status is the social orientation of a typical masculine role and this has been continuing in India since time immemorial. In India, matrimonial advertisements are one area where one can find gender stereotypes. This paper compares matrimonial advertisements published in the print medium ten years ago and today, to seek changing gender-specific attributes, both self-ascribed, and ascribed by the other gender. Content analysis of newspapers' advertisements was done to ascertain changing gender expectations in globalized India.

Keywords: Stereotyping, gender, matrimony, marriage, advertisements

Introduction

Marriage dynamics in India are evolving with factors such as increased education, mounting independence of women and dual-earner households, as a result of globalization and industrialization. Married couples today negotiate an understanding of what their role in the marriage might be. It is an unspoken recognition of division of labour and responsibilities. Keeping this in mind, the paper aims to do an analysis of matrimonial advertisements to examine the expectations and attitudes of people when they seek brides or bridegrooms.

Review of literature

Over the decades, a number of studies have used Indian matrimonial advertisements to examine attitudes towards gender. The authors of this paper found the following papers particularly relevant: a study by Jha and Adelman (2009) based on member profiles and success story photographs on matrimonial websites; Murty and Rao's 1984 paper based on matrimonial advertisements in *The Hindu* newspaper; and a media ethnology study based on matrimonial advertisements published from 1967 to 1997 undertaken by the advertising agency McCann Erickson India (2000).

The following paper, in particular, has been used a reference point on which the study for the current paper has been designed. Ramasubramanian and Jain (2008) collated matrimonial advertisements published in 2001 and 2005 in India, approximately a decade before the period under consideration in this paper, and found that men were more likely to state attributes sought in their potential mate, while women were more likely to only state their own attributes. Further, the study found that women were more likely to announce their physical attributes such as fair skin or weight, and seek financially stable spouses, while men were more likely to declare their own financial status and state their expectation of fair-skinned or slim spouses.

Objectives

- To study the changing attitudes towards gender roles over time
- To study the current differences and similarities between expectations of men and women of their prospective spouses
- To decipher connections between globalisation and an expanding job market, and changing gender dynamics

Methodology

As a representation of prevailing attitudes towards gender and marriage, the matrimonial section published on one Sunday (the section is published every Sunday) for each of the five years from 2012 to 2016 in the Chennai edition of the daily newspaper *The Hindu* was studied. To eliminate any seasonal variations, the first Sunday of March each year was chosen, and using the convenience sampling method, the first 100

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advertisements each under the "brides wanted" and the "bridegrooms wanted" section (Autonomous). No. 20, IV Lane, Nungambakkam High Road, Chennai-600 034 detail in the findings and analysis section. A total of 1000 advertisements were thus analysed, comprising 500 advertisements from male advertisers, and 500 from female advertisers.

In order to achieve the objective of examining trends over time – which may not change significantly over the five-year-period of the current study – the authors have designed this study to mirror a decade-old study by Ramasubramanian and Jain (2008), which analyses data from 2001 and 2005. The aggregated results of the five-year period of the current study have been compared with those from the previous study.

The statistical significance of the results was checked using the chi square test.

Findings and Analysis

Type of advertisement: Male and female advertisers have each been categorized into seekers and announcers. Announcers are those who declare their profiles and do not mention their expectations of prospective mates, while seekers are those who, along with declaring their profile, also mention their requirements in concrete terms, rather than just generic terms such as "suitable" or "decent."

The current study found that men (52.2% seekers) and women (51.6% seekers) were more or less equally likely to be seekers and announcers. This was a marked change from the previous study, which reported that 74.7% of male advertisers were seekers. A decade later, there has been a statistically significant reduction in this figure. ($\chi^2 = 11.41$; df = 1; p = 0.0007). Among women advertisers as well, the proportion of seekers in the current study was down by a significant level from the previous 69.5%. ($\chi^2 = 6.81$; df = 1; p = 0.009).

Financial stability: Words like 'well-settled', 'financially stable', 'rich', 'well-to-do' and 'upper-middle class' are taken as indicators of financial stability. Any mention of salary or property is also considered as an expression of financial stability.

The study revealed that the proportion of male announcers of their own financial status has gone up significantly in the decade from 34.9% to 50% ($\chi^2 = 4.3$; df = 1; p = 0.03). Among women in the current study, 32.2% of women declared their financial status, while only 7.8% did so in the decade-ago period, a statistically significant jump. ($\chi^2 = 18$; df = 1; p = 0.00002).

The study further found that 3.8% of advertisements by men listed financial status as a requirement in their prospective spouse. This was not significantly different from the 4% found in the previous study. Among women, 9% sought financial status in their spouse in the current study, down significantly from the 23.8% in the previous study. ($\chi^2 = 8.17$; df = 1; p = 0.004).

Employment: Specific mention of profession, employer or location of employment was taken as an indication of employment.

Among men, 53.8% announced their employment, whereas 92.4% of men did so in the decade-ago study, a statistically significant fall. ($\chi^2 = 36.63$; df = 1; p = 0).

It should, however, be noted that the previous study made no note of educational qualifications, and defined the "occupation" variable only as "whether or not the announcer or the person seeking held employment outside the home." The authors of the current study have coded educational qualifications separately, mentioned in detail later in the findings.

With this caveat, the proportion of men seeking employment in their potential spouse went down significantly from 41.5% in the decade-ago study to 16.2% in the current study. ($\chi^2 = 16.42$; df = 1; p = 0.00005).

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M.O.P. Vaishnav College for Women (Autonomous) Among women, 51% announced their employment, significantly down from the 74.2% recorded in the previous study. ($\chi^2 = 11.29$; df = 1; p = 0.0008).

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D.P. —

24. Defining Human-Centred Globalisation:
David Mitchell's *Ghostwritten* 128
Jayaselvi. D
25. The Marginalised Conflict between Man and Nature
in selected Indian English fiction 135
Jeyadevi.R
26. Around the literary world in two hundred and thirty six pages:
Throwing a Transnational light on Shashi Tharoor's
Bookless in Baghdad 145
Joy Sophy. D
27. East –West conflict of Women in Nayantara Sahgal's
Rich Like Us. 150
Julie Elizabeth. A
28. Female Diasporic Experiences and Identity
Crisis in Jhumpa Lahiri's ***Interpreter of Maladies*** 155
Kavipriya.E
29. Representation of Social idealism in Mahesh Dattani's
dance like a man 162
Mainar.V
30. A Transnational Feminist Study of Tsitsi Dangarembga's
Nervous Conditions 170
Mary Judy.F & DR. Marie Josephine Aruna
31. Transnationalism, Diaspora and Migration in Amitav Ghosh's
River of Smoke 175
Mini Stanley

DEFINING HUMAN-CENTRED GLOBALISATION: DAVID MITCHELL'S *HOSTWRITTEN*

9

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The economy-led globalisation in terms of capitalism and industrialism has created inequality between the industrially developed and developing countries which has led to complex situations. As individuals' lives are constructed by economic arrangements or multinational or transnational corporations, inequalities at the economic level affect individuals at the personal level. Corporate-led globalisation places economic organizations and institutions at the primary level, while individuals occupy a less important place. This paper attempts to challenge the hierarchical structure of economic power over individuals, and argues that both the factors should function dynamically to form an effective society. This process can be termed as people-led globalisation or human-centered globalisation.

This paper aims to define the characteristics and the functions of people-led globalisation through David Mitchell's *Ghostwritten* (1999). The novel clearly depicts the possibility of the existence of interdependent social relations, which forms the basis of human-centred globalisation. The novel consists of nine interconnected short stories – each narrated by a different character and set in different geographical location. The repetition of motifs and phrases, intersection of characters, plots and themes, the reappearance of characters in different chapters (though not physically), and distant, indirect but significant links between characters create an inevitable interdependence between the characters. This complex network connects geographically and historically dispersed characters and generates invisible and unidentifiable interconnections that remain unknown to the characters themselves. The characters in the novel are completely interdependent on each other to achieve their goals. Their destinies are intertwined in such a way that one character has to fail so that another can succeed. Their social relationship is not confined to their own community but cuts across both time and space. This is made possible through globalisation, media and the most important of all, the common humanity that binds the human race. The novel stands as an evidence for the existence of strong social bonding and human social relationships in terms of love, family, spiritual belief, value systems and humanity, against corporate-led globalisation which gives importance only to money, business trades and funds.

Economic structures affect individual lives; likewise, the actions of individuals affect structure of the society. This paper uses Anthony Giddens' theory of structuration and his views on modernity to explore the essential and inevitable function of individuals or agents in the construction of an equal society. Giddens prefers duality to dualism; while dualism fosters division, duality preserves unity (Niebrzydowski 1). He strongly believes that duality helps the dynamic function of society's structure and individuals to bring out the best in a society. This paper looks at the relationship between economic arrangements and individuals in terms of duality which considers both the entities as balancing forces of Globalisation.

Anthony Giddens, a British sociologist known for his comprehensive and an integrated view on modernity and the theory of structuration is considered to be one of the most prominent sociologists. His theory of structuration redefines the functional structure of the society and role and power of agents. Structuration theory deviates from action theory, functionalism, and structuralism by deconstructing and redefining the basic concepts of agent, action, power, structure and system as a result of which the groundwork for a new social system is created. Giddens reconceptualises the above said ideas to break the dualism in actor/structure (individuals/social structure) and to conceive it as duality of social practice (Bo Kaspersen 31-2).

Structuration theory evolves as a result of detailed critique of four major social theories action theory, functionalism, structuralism and marxism. According to action theory, the social structure is a sum of individual's actions. Here, sociology's primary object of inquiry is the individual. In functionalist and structuralist theories, the social structure/system determines actor's behavior and possibilities for action. Here, sociology's primary object of inquiry is social structure/system (Bo Kaspersen 31). Giddens argues that action theory remains in a subjectivist position and rejects the significance of social structures. He claims that functionalist and structuralist theories are purely structure oriented and fail to recognise the power of an agent in determining the structure of a society. He senses a necessity to create a concept which should formulate "a coherent account of human agency and of structure" (xxi). As a result, he formulates the structuration theory which looks at society as a "structuration process", whereby human actions simultaneously structure and are structured by the society (qtd Bo Kaspersen 32).

Anthony Giddens formulates the basic argument of the structuration theory in his work *The Constitution of Society* (1984) thus:

One of my principal ambitions in the formulation of structuration theory is to put an end to each of these (functionalism and structuralism propose an imperialism of the social objects such as action, meaning and subjectivity) empire-building