

Writing Term Paper

Steps

Title

Abstract (if possible)

Introduction

Objective

Background

Analysis

Concluding reflections

Suggestions

References

Examples of Citations

Patron (1981) defined cultural traditional folk media as “living expressions of the lifestyle and culture of a people evolved through the years. It is a blend of music, song, poetry, mime, gesture and dialogue” (p.191)

Yet, over the years, as mass media moved from glamorous, impersonal, to irrelevant, the familiarity of the performance of the indigenous artists in the villages continued as local peasants “could not only see and hear but even touch” (Joseph.1996:141) their performers

Jatra or *Baul gaan*, for instance, is spiritually connected to the root of the people of Bengal. Traditional media through its transmission implies the value judgment about the desirability or superiority of some transmitted elements from past while compartmentalization is the strongest feature of the modern industrial mass society. The modern mass media is thus the efficient instrument of carrying those to make people always alien; in contrast the indigenous media reunites the people (Roy & Hassan, 2010).

The reason for *talk-and-chalk* or through *printed texts* learning should be understood in the following statement:

The selection of teaching technologies is also influenced by the availability or scarcity of resources—human and financial. ...One of the general limitations to successful adoption of new teaching technologies, most evident today with respect to computers, is the failure of institutions and individuals to learn how to use the tools effectively”(Hawthorne,2001:34).

Examples of writing References (APA style)

Hawthorne, Elizabeth M, (2001). *Technology and Teaching---Why Change*; Singapore, Media Asia (*AMIC journal*)

Joseph, M. K. (1996). *Modern Media and Communication*; New Delhi, Anmol Publication Pvt. Ltd.

Patron, Josefina S. (1981). *Role of Traditional Media and Art Forms in Films*; Singapore, Media Asia Vol.8 No.4, 1981

Roy, Sudhangshu Sekhar & Rayyan Hassan (2010). *Voicing our roots: A critical review of indigenous media and knowledge in Bengal* (Chap 12). In Dip Kapoor & Edward Shiza (eds)). *Indigenous knowledge and learning in Asia/Pacific and Africa: Perspective on development, Education and culture*; New York, Palgrave Macmillan