

LANGUAGE STRUCTURE OF TAMIL WEB JOURNALISM

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Introduction

Language is a base of all type of media communication. Digital convergence of text, audio and image, on the internet make some impact on the content, structure and delivery on messages in the web media. The most of the Newspapers, Radio and television writers use different types of computers and software programmes for writing stories in the media.

Technology is the vital aspect of web journalism. This versatile medium has combined the features of traditional media, radio, television and newspapers. When one compares the media with other media the specific features of the web media are multimediality, Hypertextuality and interactivity.

Nature of the Tamil web journalism

The knowledge of online tools and technologies are very essential for making multimedia packages programmes for the online audiences. The nature of the beauty of online journalism are collecting, editing and informing the public about the events happened at the real time. The only difference between the E-Journalism and traditional media is using of computers, digital camera, internet and web creation software.

The Tamil web journalism general based on the real life experiences. The activities of web journalists are creating of text, image, sound and video. The Tamil web journalism is used for the audience as a source of reference, objects of research, mode of communication, and a way for delivering messages.

Characters of Tamil web writing

The web writings of the pages of Tamil are having the characters like 1. Attract the attention of the readers 2. Grab their interest 3.Pull them into content 4. Add real value to their work 5. Make them register or return 6.Increase the sense of trust in their community. This can be applicable for writing editorial, news item, announcement, feature or article in Tamil web pages. Further this Tamil web writing has the consistence on scannability or readability, brevity, information, and title. The good abstract and or synopsis of the Tamil writing encourage people to read the text.

Structure of Tamil web journalism

1. Body Text of the Tamil web page of the first paragraph contains key points. The second and third paragraph contains the supporting information. The using of the bullet points and lists help the readers to grasp the text quickly. At the end of the Tamil text there is a longer explanation or background which are very really need for the readers.**2. Embedding links** are used in the Tamil web writing to refer for outsource as additional information. Link for the text which is in the form of single word helps to click quickly to the targeted address. **3. Paragraphs:** The body of the text of the paragraph is quite short. 4. For the means of attractiveness, a **title** is a link and is best in keep them the same colour. 5. The **photograph** which ordered with the text is relevant to the story. There is a contrast between the back ground and fore ground of the text or graphics.

The level of interest of the Tamil web audience

In web writing the level of interest of the audience is based on title, one sentence summary, one paragraph summary for the major points, minor points, and link are detailed information writing that are interesting level. If the web page caters reader interest the result will get more satisfied readers. Further a web user is happy when he gets quickly and easily, the information he wants. For attracting the no interest Tamil readers, the writers should give clear and informative title to make links clear. He also provides accurate description and key words for the search engines.

Important constituents of Tamil web journalism

1. Title: The titles of the Tamil web pages generally contained the basic idea of the text. The title generally gives the answer to the questions one wants to ask. Through the link the readers to the web page, the title of the single piece of information is given in clear, meaningful to filter the users in the site.

2. One sentences summary: The sentence summary of the Tamil web page helps the readers to determine the level of interest in the text. The one sentence description of many hub are directory sites have separate links to that the pages. The one sentence summary of the text is very useful within the context of the page wire the searchers through the search engines to determine their interest in the subject quickly.

The very first sentences the summaries the complete page introduce the small interest level filter. It gives an insight into the major point of the text for those who want to skim the pages. The one sentence summary is the first sentence on the text of the web page and it is once sentence summary of the web text.

3. One paragraph summary: In Tamil web pages one paragraph summary is a higher quality version of the one sentence summary. It is used by high quality hubs. Readers who reached this level clearly have some interest in the page.

4. Major points headings: In Tamil web pages the heading are more useful to make major points. The reader scrolls down the page and read the points without even stopping. The headings of the text convey the main ideas presented the web page. Like the one sentence or the one paragraph summaries headings are more informative. In Tamil web page cute style headlines has won the users attention and trust and they impress the readers to make link with the other related pages. Each major heading of the Tamil web page has a sub-anchor. Sub-anchors allow links to be made straight to relevant section of a page. It makes the information in most specific and further the readers scan the information for downloading the page. This information of the each page provides useful information for the searchers.

4. Minor points of the writing emphasizing

- skim reader's pickup the information easily
- Highlighting points helps to read in details
- rereading page helps to brush quickly
- to find specific points is simple

The minor points of Tamil web page are behind the major point of the text and there are three principal techniques use to highlight minor points 1.Bold face font 2.topic sentences and 3. Bulleted lists. The using of combination of these techniques is more effective. Bold text is used for the easier scan and a topic sentence starts at each paragraph is useful for interpreting the matter.

The minor points of the web page highlights the sequence that in a logical and clear arguments. The text of the font of the page makes interest to the readers on own. The information of the Tamil text is understandable in writer's perspective and the presentations are unique. The most powerful features of the Tamil web writing is interaction and sharing. The headings and minor points interrupt a continuity of the page and these are used for the reinforcement of the text.

5. Hypertext of the web page helps the readers to know more information in detail. If one adds extra information with the text that may confuse the readers and loose their interest. Each web page has specific links with the relevant sections of the document which are having related and detailed sources of information. A web page is the first filter for readers that make interest with other web pages. The writings of the Tamil web page which are in logical manner levels are interesting for the readers. The web writing techniques which are used for the web pages are clear and effective. The language of Tamil web writing is scannable, concise and objectives and it may be interesting to the readers. The writings are honest, informal and personal and that are making the page more objective for the many users.

6. Inverted Pyramid style which used in the web pages are similar to the multi-level approach that helps for easy accessibility of information. This style of the pages is having more detail information that is creating more interest to

readers as long as they are interested. The inverted pyramid style is used for formatting the ordering of information within the story. These structures of the content with a multi-level approach can easily be produced.

This multi-level style captures the best web writing techniques in to a logical layout process. The text of the web pages has followed the writings of top-down methodology namely

- Presenting in major headings or sections
- Writing minor points for each sections and ordering them appropriately
- Putting relevant links next to the corresponding points
- Writing one sentence summary the text and then using that sentence to start a one paragraph summary
- Shortening the one sentence summary in to a short informative style

Texting and editing of any text in the manner of clarity and readability at each level of interest gives a broad overview on the topic

Classification of Tamil web journalism

The internet Tamil web classification system can be categorized into taxonomy and folksonomy. Taxonomy is the structure of information and the web site is designed by the web designers. Folksonomy is the big territory gained by users and social classifications.

Genre of Tamil web journalism

The genre of Tamil web journalism can be classified as 1. Informative genre 2. Interpretative genre 3. Dialogic genre 4. Opinion genre and 5.digital genre. The informative genre is the typical journalism text narration is first persons. The interpretative genres are the reports which are having reliability and closeness to objectivity. Dialogic genre is the interview format. Opinion genre is the views in the form of articles. Digital genre is the virtuality of the hypertext in multimedia potentiality and at the form of interactivity.

Conclusion

Web journalism is a versatile medium capability of combining the features of traditional media, radio, television and newspapers. This medium has limit less capacity of storage, real time updating, and interactive graphic elements, voice or video. This online journalism conserves the style, genres and technical of journalistic elements of the 'old' media. The online new stories generally contain the format of news structure, news values and pictures. The news topics of the online media are in general softer but stories are more dramatized and make to influence the readers' emotions. To conclude traditional practice of journalism contains such as reporting, editing, photo journalism and design but web journalism has apart from the features are having capacity, immediacy, flexibility, permanency, and interactivity. The web editing contains writing headlines side designing and managing the interactivity.

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