

ICQAH



BOOK OF ABSTRACTS

The 4th International Conference on ARTS AND HUMANITIES 2017

"Arts and Humanities: Global Vision for a Changing World"

Hosting Partner



School of Languages, Literacies and Translation
Universiti Sains Malaysia,
Malaysia

Academic Partner



Concordia
MONTRÉAL

Organized By



21st & 22nd September 2017, Colombo, Sri Lanka

Disclaimer

The responsibility for opinions expressed, in articles, studies and other contributions in this publication rests solely with their authors, and this publication does not constitute an endorsement by the ICOAH or TIIKM of the opinions so expressed in them.

Official website of the conference

www.fineartsconference.com

Book of Abstracts of 4th International Conference on Arts and Humanities 2017

Edited by Miss. Shanika De Silva, The International Institute of Knowledge Management

ISBN: 978-955-4903-77-7

Copyright @ 2017 TIIKM

All rights are reserved according to the code of intellectual property act of Sri Lanka, 2003

Published by The International Institute of Knowledge Management (TIIKM), No: 531/18, Kotte Road, Pitakotte, 10100, Sri Lanka

Tel: +94(0) 11 3098521

Fax: +94(0) 11 2873371

Keynote Speeches

- | | | |
|--|--|----|
| | Translation and its Relevance as a Tool for Sensitizing Culture and Thought
in the Reader | 03 |
|--|--|----|

Tengku S. T. M.

Oral Presentations

Spirituality & Society (A)

- | | | |
|----|--|----|
| A1 | 01. The Emerge Judaism on the Persian Carpets (19-20AD)
<i>Reyhane A. N</i> | 07 |
| A2 | 02. Creating an Idol that Emits Positive Vibrations
<i>Athavale J. B.</i> | 08 |
| A3 | 03. Nature of Śaivism at Mahākūṭa
<i>Ajeya V.</i> | 09 |
| A4 | 04. Performers Performing Sq: Unfolding Performance and Sq in the
IT Sector
<i>Shwetha P., Shalini U. & Nitin U.</i> | 10 |

Education (B)

- | | | |
|----|---|----|
| B1 | 05. Instructional Practices of Integrating Higher Order Thinking
Skills in Malaysian ESL Classroom
<i>Paramaswari J.</i> | 11 |
| B2 | 06. Implicit or Explicit Learning in Vocabulary Acquisition:
Measuring the Receptive Vocabulary Size of Remedial English
Language Learners
<i>Debbita T. A. L. & Lee B. C.</i> | 12 |

- C4 16. Social Exclusion and Challenges Faced by Transgender (A Sociological Approach to the Study of Transgender in Tamil Nadu) 23
Vanitha J.
- C5 17. Using Facebook for English Language Learning: The Differences Among Gender and Ethnicity 24
Adi Kasuma S. A. A. K.

Film Studies, Media & Human Life (D)

- D1 18. Making Lemonade: A Pop Culture Analysis for Stem Students 25
Joseph W.
- D2 19. "Role of Media in Reducing Rural Poverty; A Study on Role of Television in Reducing Rural Poverty in Sri Lanka" 26
Hewapathirana S. L.
- D3 20. The Influence of Social Media on the Self-Esteem of Youth: Special Reference to Facebook 27
Pothanayaki N., Amutharsi L. & Poongulay.B
- D4 21. Go-Jek Indonesia a Virtual Urbanisation and City Community Habit (Study on a User Go -Jek Surabaya City) 28
Stefanus R. J
- D5 22. Communicating in the Vernacular: Digital Type and Design in Tamil Cinema Advertising 29
Margaret T.
- D6 23. Discourse of Chinese Indonesian Nationalism on Youtube Video "Tipikal Anak Muda Indonesia – Typical of Indonesian Youth" 30
Daniel S.
- D7 24. The Effect of Social Media Between Problem of Self Expression Freedom in Digital Era with Youth Empowerment Effort 31
Teguh D. P.

D3

[20]

**THE INFLUENCE OF SOCIAL MEDIA ON THE SELF-ESTEEM OF YOUTH:
SPECIAL REFERENCE TO FACEBOOK**

Pothanayaki N.¹, Anutharsi L.² & Poongulay.B³

*^{1,2}Department of Languages and Communication Studies, Trincomalee Campus, Eastern
University, Sri Lanka*

³Media Studies, Faculty of Arts, University of Jaffna, Sri Lanka

ABSTRACT

In this post-metaphysical age youths are pulled or pushed into a world of illusion created by virtual reality such as Facebook, Instagram, Twitter, Linked in, Tumbler, You tube, Blog and etc, because it has the foremost influence on the self-esteem — an individual's overall personalized emotional evaluation of his or her own worth— of youth whose use of social media has multiplied in recent years. This study investigates the connection between Facebook (as preferred example for social media) media, and the positive cum negative impacts on the self-esteem of youth. The “ideal image” as propagated by Facebook is seen as the scale and if youths are incapable to get to that “ideal image”, they feel that they are not so good for anyone or even for themselves but at the same time this perpetual exposure to “ideal” gives a space for them to upswing their self-esteem. Facebook impacts their self-esteem by changing their whole life styles, such as personality, prestige, publicity, feelings and thoughts, behaviors, the choice of their friends, and etc. This influence leads them to upgrade their self-esteem within themselves and at the society level too. Also it helps them to become a well-known person in the social media platforms. By upgrading their self-esteem they try to create an optimistic image and inspire others to like themselves. The study concludes that, Face book brings a powerful sense of achievement and public recognition towards youth in order to enhance their self-esteem, which can be also seen as a mistaken identity that emanates from simulacrum creating a hyper reality due to the interactions the virtual reality created on social media sites by shallow minded people.

Keywords: Social Media, Facebook, Self-Esteem, Ideal Image, Youth, Positive And Negative Influence