# Blog Writing as a Catalyst for Redefining the Ambiguous Minds through Blended Learning

| M. Devagishree | Dr. V. David Arputha Raj |
|---|---|
| M.Phil. Scholar | Assistant Professor of English |
| Dept. of English and Foreign Languages | Dept. of English and Foreign Languages |
| Bharathiar University, Coimbatore | Bharathiar University, Coimbatore |
| devagimohansundharam@gmail.com | dr.v.davidarputharaj@gmail.com |

**Abstract**

In this technological world, the major challenge is to improve and extend the range of communication aids. This can happen only by developing an atmosphere of acceptance from various sources. Language is a tool that enables the people to communicate and it amazes us with the abundance of different words, meanings and ways of usage that it has. The effect of globalization paved way for an increase in language learners, especially English. This research paper deals with the insight of language as a tool to express the views of people in a multicultural society through digital media. With the help of media even a single concept of language gives wide pluralized views from different angles. The paper will further be a base and will help us to understand the perception and usage of language in a multicultural society through different medium.

**Keywords:** Blog writing, Blended learning, Globalization, Technology, Pluralized views, Multicultural society

**Introduction**

Language is an indispensable component of the world and it is designed, modified and extended to see the changes of society and culture. It is a vehicle of expression. If we trace our human history, it will show that how language had played a vital role for many revolutions that had happened, through speeches and writings. Language is an unknown friend, which help us to express our thoughts and feelings. Initially language had its birth from the sounds of nature and went on to grow with all that it met in its way. Increased globalization has created a large need for people in the workforce, who can communicate in multiple languages. English language is used as a common language in some areas such as trade, tourism, international connections, technology, media, and science. In a multicultural society, language is the medium, which helps us to participate in and around the world. In this aspect, multilingualism values the citizens and encourages them to speak two other languages in addition to the mother tongue. Language may

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M. Devagishree, M.Phil. Scholar and Dr. V. David Arputha Raj, Assistant Professor of English
Blog Writing as a Catalyst for Redefining the Ambiguous Minds through Blended Learning 80

be a cornerstone of culture in which the electronic media that bind the world together is essentially carries the language and operating standard for global communication.

**Multilingualism in Real Life**
–   Sometimes speaker switch back and forth between their languages and they mix them.
–   The use of official national language or lingua franca such as English plays an important role.
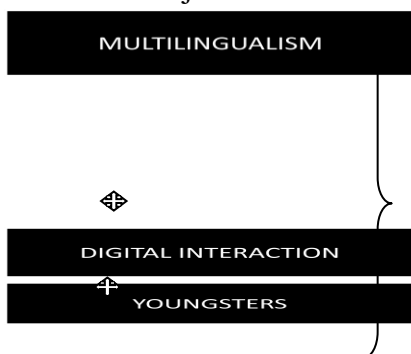
**Digital Interaction**
-   Permanence
-   Language static
-   Timing
-   Multiplicity of meaning
-   Poised to embrace

**Youngsters**

Facilitating different linguistic and cultural settings in the language practices of the youngsters is to sharpen their language skill. The most enjoyable challenges of the present generations are keeping afresh on developments in popular culture and media. Some of the most significant voices in blogs belong to youngsters. They are the driving force of innovation, a very quick and easy way to respond and change.

**Multicultural Issues**

Race, gender, age, abilities and disabilities, language, social class including occupational status and income level, ethnicity and national origin, geographic location, sexuality and their orientation are the major multicultural issues.



**Objectives**
-   To enhance the usage of English language in a multicultural society through digital interaction.
-   To analyze the language practices of the youth that takes place in digital media.

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Blog Writing as a Catalyst for Redefining the Ambiguous Minds through Blended Learning   81

**Writing and Reading skill**

Writing skill is an important part of communication and it allows us to communicate our message with clarity and ease, to a wide audience than face to face or through telephone conversation. By improving this skill, a writer can exhibit the thoughts, ideas, emotions and creativity. Through words, the author liberalizes his emotion that paves a stress free life.

Reading skill is the process of decluttering the text to determine the meaning and it requires the ability to understand the written format. The interplay between the reader and the text, at a certain point the text becomes a reader itself. The readers have an ability to read, comprehend and interpret the text on their own views. A writer writes a work or a text in his point of view, when it comes to readers each individual carry a different perspective and that gives new dimensions to the text.

**Blog Writing as a New Media**

In the name of new media, blog paves way for a new trend that is, the social change in an open forum which replaces the 'one-to-many' of traditional writing into 'many-to-many' of online writing. The new media radically reshapes the ways of interaction and communication with others. In this interaction the comments and reviews which are considered to be a central concept which posses the cultural change. It is a representative of today's generation as a multitasking tool with similar interests and allows everyone to have a voice in their community and world in general. The new media signifies blogs, where anyone can change from a diarist to a motivated activist.

**Relationship between the Reader and Writer of the Text**

Traditionally the reader was a 'consumer' who consumes the text and through it the author's standpoint evolves. Today digital platform takes the reader closer to the text with immersive and interactive storytelling. A reader is someone who discovers a passion for reading everything he/she is interested in and we find a bridge between the reader and the text. Being a reader it requires faith in the power of the story to transform, to comfort and even to manipulate.

The power of words is an amazing force which needs to be recognized and is to be shared with others. A reader and a text will have their own unique qualities. Aesthetic elements of the text are emotional. The meaning of a text lies, not with the author or text but on reader's interpretive strategies. Reader's mind which travels around the world creates a world in his mind as a response to the text. The reader is the reflection of the society and gives value to the text. The reader becomes a pessimist because he or she is not true to oneself at some point and they are selfish consciously or unconsciously. A few writers fearlessly mirror the controversial problems or issues of the society in their books. This shows the supremacy of the text.

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Blog Writing as a Catalyst for Redefining the Ambiguous Minds through Blended Learning   82

**Blended Learning**

The term *blended learning* is a way of e-learning that is combined with traditional classroom methods and independent study to create a new, integrative teaching methodology. Traditional education tends to place an emphasis on digital media which paves way to enhance the communication skills. The type of pedagogical learning redefines the traditional learning by emerging them with new forum as blog writing. This approach makes the learners to become more self-directed in any hectic situations and expand the role of language learners. The communicative competence increases the level of learners through the media learning by provoking their thoughts in an open platform. In this technological world everyone is dependant with one another to accomplish their daily chores.

**Feedback is Crucial for Mastering Deeper learning**

If one wants to be a successful blogger they need to be a successful commenter as well. Opinions and suggestions through comments may start arguments and provoke ideas that lead to new perspectives. The comment box shapes the thoughts of an individual giving the words more space for further enhancement.

**Deconstructing the Writers**

Through advantages of technological developments, researchers discovered that blogs have been shaped like newspapers. As blogs are becoming a familiar genre, the mainstream media have begun to discuss whether blogging is a threat to journalism. Bloggers feel more connected that they are a part of intellectual conversations about a news topic and make the readers to link through comments to show a lively discussion. It is the need of the hour because blogs blur boundaries and take ideas across easily. Blogging is about power, creativity, individuality and shifting opinions to people. Nowadays bloggers are breaking the stereotypical news structures of reporters and editors who are chasing their dust as they cover stories in politics, business, science, and entertainment.

In a text, words are the most ambiguous things which help us clarify on one hand and on the other hand obfuscates. The larger lessons are in finding ways to think differently and to combine disparate ideas to create a new and more useful essence. It brings together the spiritual, the textual and the theoretical knowledge without getting bogged down by any of them. By blurring the lines between the binaries, writers perform their most important function of making the audience reconsider and receive the opinions as channelized views. The transfer of English language with multilingual subjects in digital context would enhance the effectiveness and expansion of language.

**Conclusion**

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Blog Writing as a Catalyst for Redefining the Ambiguous Minds through Blended Learning 83

In this multicultural world the term "you and me" paves way for the meaning making process. We should accept that social media changed the way we speak, write, and increased the rate of communication. People who are in social media are most likely expected to give active participation in blog writing for society's upheaval.  In this, blog writing acts as a vehicle for chasing more competitive search phrases. The hypertext world will function as an effective source for increasing the possibility of survival where virtual reality becomes order of the day.

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Blog Writing as a Catalyst for Redefining the Ambiguous Minds through Blended Learning   84