



# JSA Newsletter

*Jaffna Science Association, Jaffna, Sri Lanka*

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Issue 1

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Jaffna Science Association is registered as a  
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**Compiled and edited by**

**Chief Editor/JSA**

..... From Editor's pen

Hi everyone:

Welcome to our first newsletter for 2019-2020.

Thank you.

The Chief-Editor/JSA

Installation of 27<sup>th</sup> Executive Committee...





## Sections of JSA

Section A :  
For Pure Sciences

Section B :  
For Applied Sciences

Section C :  
For Medical Sciences

Section D :  
For Social Sciences

## Activities of JSA

Organize annual School  
Science programmes

Organize annual conference  
on a timely topic

## JSA Sectional Activities

Arrange popular talks to  
update people with present  
happenings

Organize workshops to  
empower people

Publish a magazine called  
***'PirayogaVingnanaSudar'***  
and Newspaper articles to  
disseminate knowledge



The audience

## The 27<sup>th</sup> Executive Committee

**2019/20**

### **President**

Dr. (Mrs). S. Sivachandiran

### **Past President**

Dr. P. Iyngaran

### **President Elect**

Prof. S. Kannathasan

### **General Secretary**

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### **Asst. Secretary**

Dr. P.A. Dinesh Coonghe

### **Treasurer**

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### **Chief Editor**

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Dr. T. Ketheesan

Dr. (Mrs). R. Niranjana

Dr. (Mrs). V.M.S. Yogaratnam

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*Editor:* Mr. A. Gungan  
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*Members:* Prof.Blasuntharampillai  
 Mrs. T. Sivaskaran  
 Mrs. S. M. C. Mahenthiran  
 Prof.Sivachandran  
 Mr. T. Thevananth  
 Dr. S. Rajumesh

## Sectional Activities

### Section A

Section A of the Jaffna Science Association has conducted a Workshop on A/L Chemistry Practical to the School students at J/Hindu ladies college on 11 November 2019. The workshop was conducted with the assistance from the Chemical Society, Department of Chemistry, University of Jaffna. There were two sessions with altogether five important practical were scheduled for a day workshop, and the workshop was well received by the students and staff.



During the sessions



## Section C Activities

1. Section C conducted a popular talk on “How to be happy?” which was held on 07th November 2019 at Lecture hall I, Faculty of Medicine, University of Jaffna. Dr SivathasSivasubramaniam (Consultant Psychiatrist) delivered an interesting speech regarding the topic. Nearly 250 students are participated in this popular talk.
2. Conducted a workshop on academic article writing which was held on 16th of January 2020 with already registered 15 limited participants at the seminar hall of Department of Community medicine. Workshop mainly aims to improve the quality of writing skills of the research works.

The workshop was conducted by the following resource persons

1. Prof. Bayard Roberts -London School of Hygiene and Tropical Medicine
2. Prof. Rob Stewart – King’s College London
3. Dr. Shannon Doherty – Anglia Ruskin University, UK

Workshop is a practical basis and will guided individually with their developed manuscripts. During the workshop the participants are encourage to clear their doubts and resource persons provided the ideas to improve their articles for publication.



During the talk,



## Section C Activities

3. A Workshop On “How to handle & Manage the Autistic & related Special Child” which was held on 17th February 2020 at sivapoomi school, Kodavil, Jaffna Millennium Institute for Children with Special Needs (Sponsored for resource person)

Prof. P. Jeyachandran delivered a better and effective guideline for the management of the students of Sivapoomi School. All the autistic related special children, teachers of this school and the parents also participated in this workshop. The parents with their children individually clear their doubts with the resource person. Lunch for the participants were provided by the Sivapoomi School. JSA provided the certificate for the resource person and teachers of this school.



During the talk,



## Section D Activities



## JSA Memberships 2019/20

### Section B

- ThangathuraiKartheeswaran – Faculty of Applied Science, Vavuniya Campus
- ThayapararajahSam Niroshan – Faculty of Technology, University of Jaffna
- KugarajeevanJanani - Department of Computer Science, University of Jaffna
- Dr. ThanikasalamKokul– Faculty of Applied Science, Vavuniya Campus

### Section C

- Dr.V.Dineshkumar - university college of Jaffna

### Section D

- KonalingamKajenthiran – Department of Marketing, University of Jaffna
- VickneswaranAnojan – Department of Accounting, University of Jaffna
- MahalingamSathiyakumar – Department of Education, University of Jaffna
- MaheswarakkurukkalBalakailasanathasarma - Department of Sanskrit, University of Jaffna



#### JSA Membership

LIFE Member	–	LKR 2000
Ordinary Member	–	LKR 500
Student Member	–	LKR 100

**Eligibility:** Applicant should be a Graduate from a recognized University in Sri Lanka or Abroad in any field. Application forms are available in the JSA website.

## Social Media as Marketing Tool

V. Kumaradeepan  
Senior Lecturer in Marketing  
University of Jaffna

Social media is the technology that connects people whether it is to share content or just to chat. Social networks, like Facebook, Twitter, LinkedIn, and Pinterest are the places where social interactions happen (discovering and sharing). Social media marketing is the way to use that technology to build relationships, drive repeat business, and attract new customers through friends sharing with friends.

### What is Social Media marketing?

Social Media Marketing is a form of internet marketing which implements many Social Media networks to achieve the marketing communication and branding targets. Social Media Marketing primarily covers activities involving Social Media sharing of content, videos and images for marketing purposes.

Social Media Marketing could market products on various sites such as Twitter, Facebook, YouTube, Blogs, My Space, Flixster, Instagram, Tumblr, Google+, LinkedIn and many more. These are the social media marketing (SMM) platforms making business, product advertise, promote, and sending traffic to sites from all over the world. Social media is a great way to drive repeat business and to attract new customers.

Social media provides marketers a voice and a way to communicate with peers, customers and potential consumers. It personalizes the “brand” and helps to spread the message in a relaxed and conversational way.

### The importance of Social Media Marketing

It is essential to set goals and realize what does want to achieve from social media marketing efforts. Here are some of the main ways that can use social media to have a big impact on the business.

**Spread the Word:** Show customers and prospects who you are and what you can do for them. It is great for brand awareness.

**Drive Sales:** Give customers offers that are so good they will share them with their friends. The promotions can go viral.

**Provide Great Customer Service:** Listen and respond to what the customers are saying about the product and to the business to get improve it. It's a wonderful feedback circle.

**Keep Your Customers Coming Back:** Build deeper relationships so customers will get to know, like, and trust the business more. Always keep their trust in business and its brands and maintain it continuously.

### How to use Social Media for Marketing

There are many ways to use all these social media marketing methods according to each platform's unique environment.

**Facebook**

Facebook's casual, friendly atmosphere requires an active social media marketing strategy that begins with making a Facebook Business Fan Page. Pay careful attention to design, as the visual element is a key aspect of the Facebook experience. Social media marketing for business pages revolves around further conversation with audiences by posting industry-related articles, images, videos, etc.

**Google+**

Google+ is the new Facebook competitor, and it stimulates the same fun, casual atmosphere. On Google+ can upload and share photos, videos, links, and view all your +1s. Also take advantage of Google+ circles, which allow the business to segment the followers into smaller groups, enabling to share information with some followers while barring others.

**Pinterest**

Printers are the latest in social media marketing trends. Pinterest's image centred platform is ideal for retail, but anyone can benefit from using Pinterest for social media purposes. Pinterest allows small businesses to showcase their own product offerings while also developing their own brand's personality with some unique Pinboards.

**Twitter**

Twitter is the social media marketing tool that lets broadcast the updates across the web. Follow tweeters in the industry or related fields, and should gain a steady stream of followers in return.

Mix up your official-related tweets about specials, discounts, and news updates with some fun and quirky tweets interspersed. Be sure to retweet when a customer has something nice to say about you, and don't forget answer people's questions when possible.

**LinkedIn**

LinkedIn is one of the more professional social media marketing sites. LinkedIn Groups are a great venue for entering into a professional dialog with people in similar industries and provides a place to share content with like-minded individuals. Encourage customers or clients to give your business a recommendation on your LinkedIn profile. Recommendations makes your business appear more credible and reliable for new customers. Also browse the Questions section of LinkedIn; providing answers help you get established and earns trust.

**YouTube**

YouTube is the number one place for creating video content, with can be an incredibly powerful social media marketing tool. Many businesses try to create video content with the aim of having their video "go viral," but in reality those chances are pretty slim. Instead, focus on creating useful, instructive "how-to" videos.

**Conclusion**

Using Social Media for marketing will make small business to the success in getting more and more customers. Customers are interacting with brands in many Social media channels, to make this a very strong presence in the web is the key to give way into their interests and needs. Marketing with Social Media can bring marvellous and remarkable success to the business

**Details of News Paper Article published by JSA-Section A in Valampurii and  
lucky winners for the quiz contest conducted by Section A**

தொடர் இல	திகதி	கட்டுரைத் தலைப்பு	எழுதியவர் பெயர்	புதிர் இல	பரிசு பெறும் அதிஸ்ரசாலி
1	23.08.2019	உயிர் வாழ நீர்	அ.குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி,கோப்பாய்	225	குணரட்ணம் உமகாந் 793, நாவலர் வீதி, யாழ்ப்பாணம்
2	06.09.2019	உயிர் வாழ நீர்	அ.குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி,கோப்பாய்	226	டியானா அருள்ராஜ் புளியடிவைரவர் கோவிலடி, ஏழாலைவடக்கு, ஏழாலை.
3	20.09.2019	உயிர் வாழ நீர்	அ.குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி,கோப்பாய்	227	-----
4	04.10.2019	எல்லோருக்குமான கல்வியின் இலட்சியம் உட்படுத்தல் கல்வி	கலாநிதி. பாலசுப்பிரமணியம் தனபாலன் உபபீடாதிபதி, யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	228	-----
5	18.10.2019	தேவையான அளவு போதுமான அளவில்...	காலிங்கராசா ஹரிச்சந்திரா தொழிநுட்பஅலுவலர், மீன்பிடியியல் விஞ்ஞானதுறை, விஞ்ஞானபீடம், யாழ் பல்கலைக்கழகம்.	229	பகீரதன் ஆரணி சாமியன் அரசடி கரவெட்டிமத்தி கரவெட்டி
6	01.11.2019	சிறுவர் கல்விக்கான அணுகுமுறை	சுப்பிரமணியம் பரமானந்தம், பீடாதிபதி, யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	230	நிதுஜா சிவகுமாரன் சோழன் தோட்டவீதி கோண்டாவில் மேற்கு
7	15.11.2019	உயிர் வாழ நீர்	அ. குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	231	ஆருத்ரா ஜெயசீலன் 20/3,பாரதிவீதி, சுண்டுக்குளி, யாழ்ப்பாணம்



தொடர் இல	திகதி	கட்டுரைத் தலைப்பு	எழுதியவர் பெயர்	புதிர் இல	பரிசு பெறும் அதிஸ்ரசாலி
8	29.11.2019	உயிர் வாழ நீர்	அ. குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசியகல்வியியற் கல்லூரி	232	மகேஸ்வரன் விஸ்னுவரம் மட்டுவில் தெற்கு சாவகச்சேரி
9	13.12.2019	உயிர் வாழப் பூமி	அ. குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	233	-----
10	27.12.2019	உயிர் வாழப் பூமி	அ. குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	234	டியானா அருள்ராஜ் புளியடி வைரவர் கோவிலடி, ஏழாலை வடக்கு, ஏழாலை.
11	10.01.2020	உயிர் வாழப் பூமி	அ.குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	235	மதுரா அருந்தவம் கோப்பாய் வீதி உரும்பிராய்
12	24.01.2020	உயிர் வாழப் பூமி	அ.குகன் விரிவுரையாளர் யாழ்ப்பாணம் தேசிய கல்வியியற் கல்லூரி	236	செல்வி ரூபிகா அருந்தவம் கோப்பாய் வீதி, உரும்பிராய்
13	07.02.2020	கொரோனா வைரஸ்	திரு.ம.தினேஸ் (N.Dip.in Teaching science,B.ed) இணைப்பாளர் (ந-தக்கலாவ) ந-கற்றல் மற்றும் நெனச கல்வி அலகு கல்வி அமைச்சு இசுரூபாய பத்தரமுல்லை	237	நடராசா கண்ணதாஸ் 6ம் வட்டாரம் வேலணை மேற்கு வேலணை
14	21.02.2020	அருகிவரும் இந்துக்களின் சம்பிரதாயங்களுக்கு பின்னால் ஒளிந்திருக்கும் அற்புதமான விஞ்ஞான காரணங்கள்	காலிங்கராசா ஹரிச்சந்திரா தொழிநுட்பஅலுவலர், மீன்பிடியியல், விஞ்ஞானதுறை, விஞ்ஞானபீடம், யாழ் பல்கலைக்கழகம்.	238	-----

## THE ROLE OF LITERATURE IN ENGLISH LANGUAGE LEARNING.

**Dr. (Mrs) Veeramankai Stalina Yoharatnam,  
Senior Lecturer Gr.I in English,  
Department of Linguistics and English,  
University of Jaffna**

Language skills are the basic competencies that the talents of today's society must possess. In present day society, the cooperation between individuals is for the most part accomplished by language. For understudies, to improve their language articulation aptitudes is a significant way to upgrade their correspondence capacity. The great language ability is likewise the reason for understudies to build up a decent relational relationship in the general public. After entering the society, students also must have strong language skills in order to effectively deal with all kinds of relationships in order to successfully and usefully develop in social competition. But now the language skills of students are poor. In the process of dealing with people, it is even difficult for them to put their own minds with the appropriate language. There are many reasons for this problem.

English language and literature education plays an important role in the cultivation of students' language skills and the promotion of students' English ability. English language and writing training can adequately furnish understudies with writing and language information, to extend the understudies' reasoning space and rich cover dreams, so stand-ins can encounter the language practice exercises, which can successfully improve the language abilities. Therefore, in school education, it is necessary to pay attention to English language and literature education and to pay attention to cultivate students' language skills.

The language capacity of understudies structures based on a specific language-related information on understudies subsequent to learning. To communicate their internal emotions and to pass the essential correspondence data through language all need related language abilities. A person's language skill is generally composed of the following parts: the basic knowledge of language, language communication skills, language rhetoric, life taboo in language use of and other components. The basic knowledge of language is the basis of language use. On the off chance that there is no vital essential language information, understudies cannot shape a specific language aptitudes. Since the language correspondence which does not adjust to language standards cannot be comprehended by the two sides of language correspondence, and the language correspondence which cannot be comprehended by the two sides of the language correspondence will be a futile theme.

With the basic knowledge of language, students have a certain ability to communicate. However, in the process of language communication in daily life, students do not only need to skilfully apply the basic knowledge of these languages, but also need to master certain communication skills in the specific use of language communication process. Language communication is a complex process. Different people will have different ways of expression for the same meaning, while in different contexts, the same person will also have different ways of expression. All of this must be associated with a certain language environment. In other words, the context of language will have a certain impact on communication, and the clever treatment of language communicators on the impact of the context is the specific expression of language skills.

Students language communication can be classified according to their characteristics in the process of communication, students can be divided into oral English communication and written language communication. However, both in oral communication and written language, students need to master a certain rhetoric art. Literary works of different writers reflect the vast world and complex people, can mobilize learners to participate and think. Personal language skills will also be strengthened through the study and accumulation of literary works and the improvement of literary literacy.

Literary works contain limitless language materials. From one perspective, it utilizes language to make imaginative picture, be liberated from existence limitations and can generally mirror the unending public activity and the world's face; on the other hand, it can directly depict the complex and subtle hearts of the characters truly. The literary work library is the language library where there are stunning language materials which can be drawn. In this way, based on the first Chinese abstract proficiency, to contact, comprehend and retain countless English language materials is useful to solidify and extend the essential information on language and to become familiar with the distinctive language and Bonafide articulation strategy. The rich and passionate writing gives the particular setting of the jargon and enables the student to comprehend.

English language and literature education will improve, motivate and encourage the language skills of students. In the process of English language and literature teaching, each teacher emphasizes the importance of language sense, but language training requires a lot of reading practice, which means students need to read and accumulate. Therefore, to develop the good language skills, teachers need to be able to guide students to read a lot, from quantitative to qualitative change, so as to enhance students' language skills. Secondly, to clear the learning objectives of English literature so as to guide students to consciously learn to improve language skills.