



## **Government of Tamilnadu**

### **Department of Employment and Training**

Course : TNPSC Group I Exam  
Subject : Tamil Society - its Culture and Heritage  
Part : **Tamil and other Disciplines : Mass Media, Computer etc.**

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**Commissioner,**  
**Department of Employment and Training.**



# **TAMIL AND OTHER DISCIPLINES**

## **MASS MEDIA, COMPUTER ETC.**

### **AWARENESS CREATED BY JOURNALS AMONG THE TAMILS**

1. Reading habits raised.
2. Saloons and Teashops also became Reading Halls.
3. News on Political, Current affairs, Art, Games.
4. Watching Astrology
5. Thinathanthi made illiterate also a reader.
6. Nationalism, Patriotism grew.
7. T.S.Chockalingam praised the services by Dr.Varadharajulu of 'Tamilnadu' journal.
8. Editorials, Essays, Criticism made Tamil people to enter into a new path.
9. Dinamani, Kalki, Anantha Vikatan and Kalaimagal identify the world events and news to Tamil readers.

Knowledge of Language, Nation, State, Societies in India, abroad are widely developed by the journals in Tamil society.

### **ART OF CINEMA IN TAMIL PEOPLE'S LIFE STYLE**

1. Cinema, a powerful medium which entertained the youths of Tamil, and all kinds of people.
2. Family typed cinemas supplemented the sadness of women.
3. Cinema, became the entertaining art for working people.
4. Political, Social cinemas are popular in Tamil community.
5. Rasikar Manram, Hero worship are created by fans of Actors.
6. Style, Costumes, Hair styles of Actors are followed by their fans.
7. Cinema songs get influence among the people.
8. Youths, students who are Gents & Ladies are easily attracted by the Actors/Actress.
9. A new type of mixed music system entered in cinemas.

## THE EFFECTS CREATED BY RADIO IN TAMIL CULTURE

1. In the stage of entertainment first, radio is taking part as a communicative means to the people. Songs of Cinemas in the period of 1950-1980, entertained the people who were tired and sad. Songs by Radio, create a sort of dreams in the people's mind.
2. Vayalum Vazhvum, Agri. News gave much priorities to the farmers to get more harvests.
3. Radio Drama, Olichithiram were the day to day events of the people. Neyar Viruppam fulfilled the people's wish as they wanted.
4. B.B.C., Srilankan Tamil Broadcasting of Tamil songs and News reached the people.
5. Advertisements created the business tactics to buy the goods of the manufactures.
6. News, Songs of Tamil music, Carnatic, Meteorological news were popularised among people of Tamilnadu.
7. Today, Radio attained the second stage next to T.V., Internet. But FM Radios continue their broadcasting to the people.

Our Prime Minister Narendra Modi once in a month on Sunday gives a talk as 'Mann Ki Boat' to the people of India through All India Radio.

## LIFE STYLE CHANGED BY TELEVISION, COMPUTERS & INTERNET

1. **Computer:** It is becoming one among the house hold goods of Tamil people. Mobiles and Laptops are become common like a wrist watch. Knowledge of Tamil people extended at world level. By the connections of Internet, New type of earnings and employments are rising.
2. The world has shrunk. By the means of this effect some people indulge in criminal ways to earn more. Some are criminalised by their wrong ideas and ways.
3. Software professionals are affected by their jobs burden. Outdoor games are going down. Continuously watching the T.V. serials, Cinemas create a new kind of idleness. Cyber crimes are created by crooked persons and youths.
4. **Television:** World came to our Homes. At any time people can watch T.V.

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5. Reading habits are going down. Talks among the members of the families are going down. Dialogues, Talks in T.V.s and Internets are polluting our persons culturally. Hospitality becomes down due to watching TVs commercial purpose of advertisements create another setback in our habits.
  6. Knowledge of playing, Games, Tournaments, Athletics, Matches are improving our youths national affection.
  7. Tamils gets world affairs as soon as possible. Tourism is developed among the Tamils.
  8. Awareness of knowledge of politics, commerce, social injustices, corruption are awakening our people.

**Questions:**

1. How far other discipliner help to understand the history of Tamil Society?
2. Write about the awareness created by Journals among the Tamils.

