

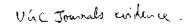
# NAAC II Cycle SSR 2020 - 2021

# **Printed Journals**

3 Research, Innovations and Extensions

3.3.2 Printed Journals

2016-17



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#### FORMAT FOR SUBJECTIVISE IDENTIFYING JOURNALS BY THE UNIVERSITIES AND APPROVAL OF THE LIGIC

(Union Classics 6.85 (1) of the University County C

#### Subject: TAMIL, Department of Indian Languages, Faculty of Arts

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SI. No.	Mamp of the Journal	Publisher and place of publication	Year of Start	Mard copies published (Yes/No)	e-publication (Yes/No)	ISSN Number	Peer / Refree Reviewed (Yes/No)	Indexing status. If indexed, Name of the indexing data hase	Impact Factor/Rating, Name of the IF actigning agency, Whether covered by Thompson & Reuter (Yes/No)	Do you use any exclusion emeria for Research Journals	Any other Information
	1	2	3	4	5	6	7	ä	9	10	11
		International Institute of Tamil Studies, Channa	1977	944	Nany	0022-4855	Yes	Ng .	No	_	ini
5	Arima Nakku	Tamil Research Academy, Chennei	2009	785	No	2249-9164	Yes	No	No	Yes	40
3		Pulamaj Mandram, - Chenras	2000	Yes	No		Yes	No	No	Yes	42
4		Purhiwa Panetoa ; Chennas	2008	Yes	YAN,	0975-6213	Yes	Mn	No	Yes.	HE
5	The Journal of Asian Studies	Institute of Asiam Studies, Chennal	1991	You	Vo		Yes	No	No	Yes	Ail
6	Internalional Journal of Dravidian Linguistics		1972	ĭm	Nu	U578-248\$	Yes	Na	No	res	Ha
7		Pendicherry Institute of Unguistics and Culture, Pondicherry	2008	Yes	No		Yos	Mo	No	Yes	MII
3		Rėja Publications, Timuchinagalli	2012	Yes	No	2321-0737	Yes	<b>R</b> o	No	Yes	Nil

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UGC.	Journals.	Tamel	Evidence

SI. No.	Name of the Journal	Publisher and place of publication	Year of Start	Hard copies published (Yes/No)	e-publication (Yes/No)	ISSN Number	Peer / Refree Reviewed (Yes/No)	Indexing status. If indexed, Name of the Indexing data base	Impact Factor/Rating. Name of the IF assigning agency. Whether covered by Thompson & Reuter (Yes/No)	Do you use any exclusion criteria for Research Journals	Amy other Information
	1	2	3	4	5	6	7 .	8	9	10	11
9	Journal of Modern Tamil	Raja Publications, Throchirapath	2012	Yes	· No	2321-984X	Yes	No .	· No	Yes	NII .
10	Orandian Studies	Dravidian University, Kuppam	1997	Yes	No	0976-5182	Yes	No	· No	Yes	N≣ .
11	Kaavya	Kaavya, Chennai	2011	Yes	No	2277-8221	Yes ·	No	No	Yes	NII
12(	Tisai Ettum	Tisai Ettum, Cuddalore	2000	Yes	No		Yes	No	No	· Yes	NII
13	Marraveli .	Marruveli, Chennai	2008	Yes	No	0976-1667	Yes	. No	No .	Yes	NI
14	Manarkeni .	Manarkeni, Chennai	2010	Yes	No		Yes	No	No	Yesi	NII
15	Ungal Noolagam	New Century Book House, Chennai	2007	Yes	No .		Yes	No	No .	Yes	NE
3. Oth	er Reputed Journals										
1	Kalachuvadu ·	Kalachuvadu, Nagercoil	1999	Yes	Yes	0972-8260	Yes	No	No	Yes	NA
2	Uyimmai	Uyinmmal, Chennal	2003	.Yes	Yes		Yes	· No	Мó	Yes	NN.
3	Uyır Ezhott <b>hu</b>	Uyir Ezhutt <b>hu.</b> Tiruchirapalli	2009	Yes	No		No	No	No	Yes	Nii
4	Theeranathi	Kumudham, Chennal	2004	Yes	- Yes		No	No	No .	Yes	N# .
5	Chempulam	Chempulam, Chennai	2012	Yes	No	2320-589X	Yes	No	, No	Yes	Nji
6	Kanaiyachi	Kanalyazhi, Chennal	2010	Yes	No		Yes	No .	No	Yes	NII
75	Puthia Porchagam Pecutho	Bharati Puthakalawam	2007	Yes	No		No	No	No	Yes	NII

7)

# மலையான சூலக்கிய உலகின் தனிப்பெரும் அடையாளம் - பஷீர்

இர். பிரபர

முணைவர்பட்ட ஆய்வளைர். காஞ்சி மாருளிவர் பட்ட சேஞ்படிப்பு வைவல், வாகப்பேட்டை.. ஆன்கேகி, இத்தியர்.

#### முன்னுரை

வைக்கம் முகம்மும் பஷி மலையாக இலக்கிய உலகின் பேப்பூர் க்ஷ்தானாகவே சருதப்படுகின்றார். மலையான இலக்கிய வரலாற்றில் பணிருக்குக் குறிப்பிட்டதோரு இடமானது அமைந்துள்ளது. மக்கள் மனங்களை மாற்றியமைத்த காலத்தின் பேறத்தவர் பவிர். எனவே இவரின் வருகை மனவரான இவக்கியப் படைப்பாளர்களுக்கு ஒரு வழிக்கட்டுக்காய் அமைந்தது. பணிலின் தனி நடையும். சுதத்திரமான போக்கும் மணையான இலக்கிய உவகையே இரும்பே பார்க்க வைக்கது. சமுதாயத்தில் பெற வேண்டிய மாற்றத்திற்காகப், போராய்க் போராளிகளும் பஷீர் மிகவும். குறிப்பட்டத் கருந்தவராகிஸ்றார்: கதந்திர பாரத்த்திற்காகத் இவங்கிவ @wom போராட்டம். சதத்திரத்தித்துப் மிரையாகவும் இலக்கியப ப*ைடப்பிலு*டே .மீண்டும் தொடர்த்தது. இகள் இஸ்லாமின் இவற்களரைச் சார்ந்தவராதவால் முண்ணில்ள சமூதாயத்தின் சீரண்டிப்பில் பிருந்த 169 நடித்தொலக் கொண்டுவர பாடுபட்டார். இஸ்லாமியப் பீன்புவத்தை அடிப்படை வரசு சுவந்துச்சொண்டு ஒப் இமோத்த சமுதாய சீர்திருத்தத்தையே முன்னேற்ட அரும்பாடுபட்டார். இவரை இமை காண்பகே இவ்வாய்வுக் கட்டுரையின் தோக்கமாகும்.

னவுக்கம் முகம்மது பணிர் கேரளம் இயற்கை அழகு கொளுகித் தவழும் இயற்கைக் சூழவமைப்பைப் பெற்றுள்ளது. வைக்கம் என்னும் இடத்தில் தலைப்பாலப்பரம்பு எனும் ஊரில் 1908 ஆம் ஆன்டு செப்டம்பர் 2) ஆம் நான் பணிர் பிறந்தார். இன்னாயே சருகத்தைச் சார்ந்தவர், அதனால் மிருத்த கட்டுப்பாடுகளுடன் வளர்க்கப்பட்டார். இருத்தும் காந்திறின் மீது பற்றுடையுரைகள் காணப்பட்டார். காந்திறின் பீதிருந்த பற்றுத்துக்காக அவரது பாட்டையும் பாடும்கேலிய வீட்டுகிடும் சூழ்நினை ஏற்பட்டது. மனக் தனராமல் சுறந்திர பாருத்திற்காக அவரது பணத்தைத் தொடர்ந்தார்.

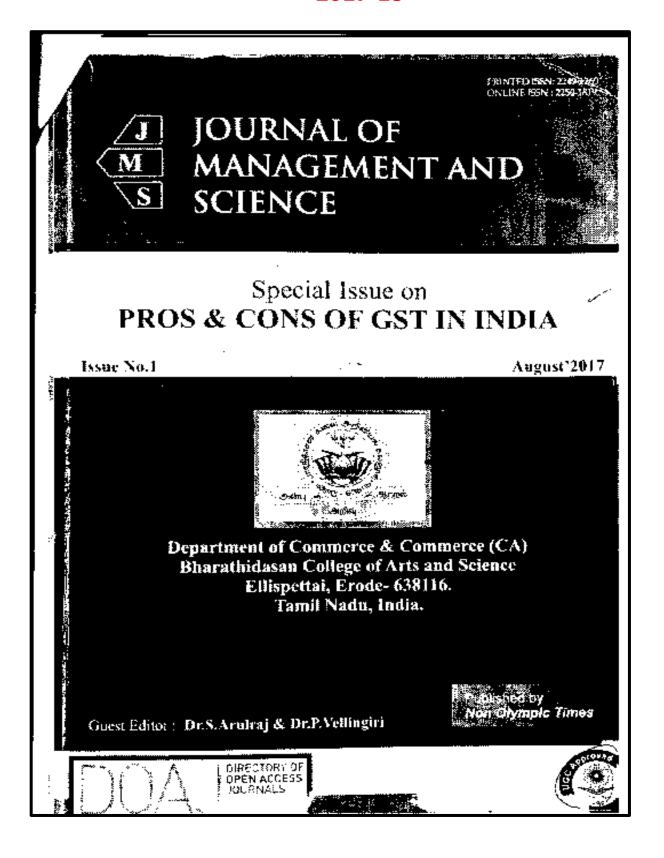
#### மணையான இவக்கியத்தில் பஷீரின் வருவக

கத்திரப் போராட்டத்திற்காக பகிர் அவிர்க கத்திக்க அமர்க்களுக்கு அளவேலில் அவி சந்திக்க அமர்க்களுக்கு அளவே இல்லை, கன்றனல்ற்குப் பிரச்சலைகளை எடுர் கேரண்டாக் பல்றிரின் முதல் படைப்பானது 'சு முழுவதுமாக சுத்திரப் போராட்டத்தை முன்னிருத்திப் படைக்கப்பட்டது. இதனைத் தொடர்த்து பல கட்டுரைகளைப் பன்றேது தெராடர்த்து பல கட்டுரைகளைப் பன்றேது இதற்களில் எழுதியும். பிரகரித்தும் வந்தார் இதனால் ஆடிகில அரசாங்கத்தின் பார்வை தான்கை இடிகில அரசாங்கத்தின் பார்வை தாட்டை கிட்டு, செவலியே தனைமன்றவுர்க வாழ்த்து வந்தார்.

மண்டும் வலிற்றப் பிழைப்பிற்காக இறுகோரில் பத்தையன் கப் என்பலரிடம் உதவிக் கொரிகார். அப்பொழுது 1938 ஆம் ஆண்டு 'தங்கம்' என்னும் சிற்கதை வெளியீடப்பட்டது. இது பணிரின் 'அனுபவத்தின்குத்துகேற்கு ஒரு ஆணுக்கு என்று நந்தாசத்துடன் மின்டும் மீண்டும் சொல்வார்' இப்படியாக சிறுபத்திரிகையில் இருந்து முன்னேறி நாய்ல் படைப்பதில் ஆரிவம் கொளிட கர்.

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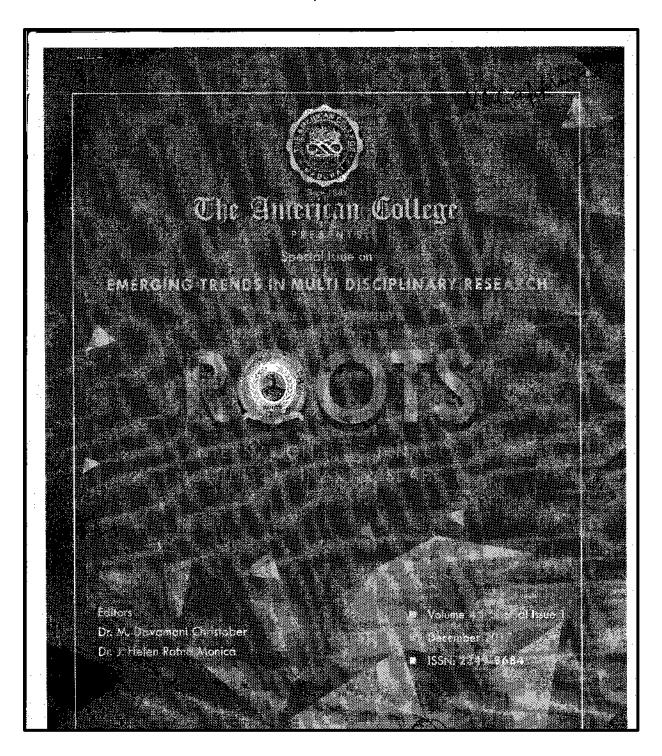


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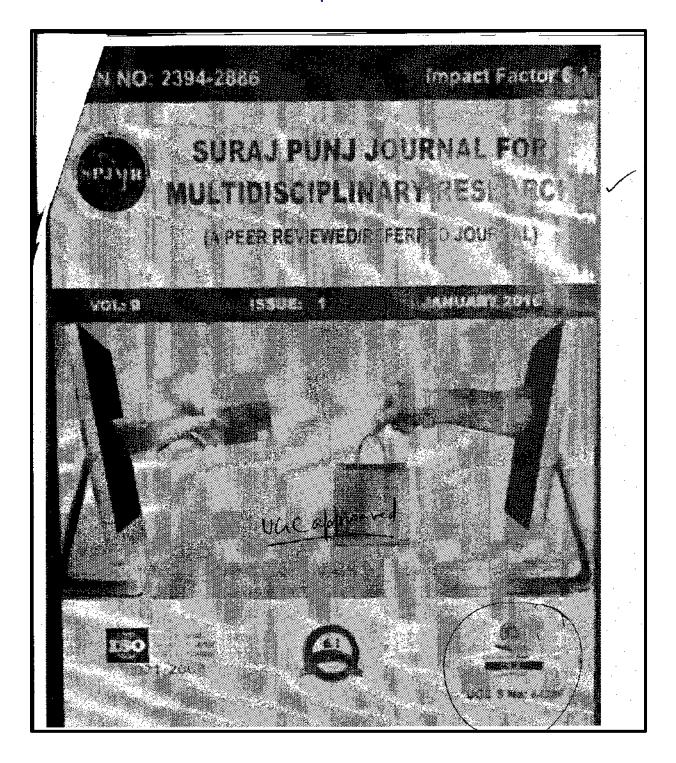
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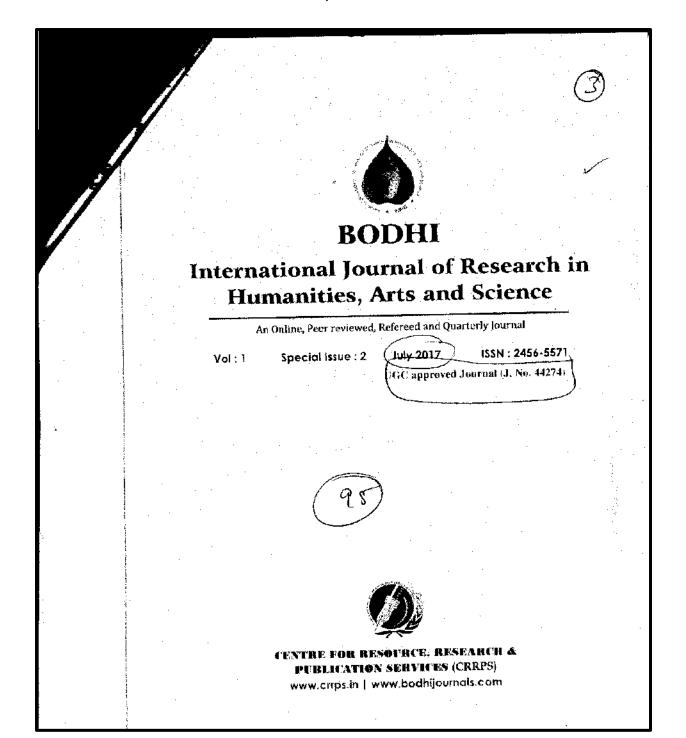
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į.		Dr. Mamta Brahmbhatt					

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# IDEA OF "SPACE" IN KIRAN DESAITS THE INHERITANCE OF LOSS

M. Kenike Prlye

Ph. D Research Scholar in Linguistics, Fondicterry Artificity of Empirical and Column. Producterry



#### Abstract

The postmoters and the postmoteral circumstances extension commonables of articles and perspectives, as both the des entre et conforción de central de sel otre respecta de sels de sel dent). Activated mecauseian of both the discusse is the distriction of specially, highly ting the link that the idea of specialists with contemporary cultural political and theoretical structures. The postcolonial dialects of food and dietal aready in the patterning of the protraction world. Thereby, the postmodern and the postmorals approaches towards startistic correction to provide a critical natives and notewarming into one houses of specialistic experience of special course and specialistic Discussives based deposits and specialistic deposits and de מה מדהן אוד כדי מילסדם וענכיל אילט של די מיצוברטנט וצמי ליא פוא מי מאויאונטרונטן לי פאפעליוני של בינוקני מי לשוחול ב ides of "Space". Where the postmoderatum take about Third Space, which is a spatial expression of social structures in multipolitical and grobalized word. And no the other post colonialism take about "Third Space," in different manner on that of spatial indicator of cultural conflicts and crises in a specific historical and political content. These in a way are extendited to explain with the reference in Kren Deser's The inheritance of Loss.

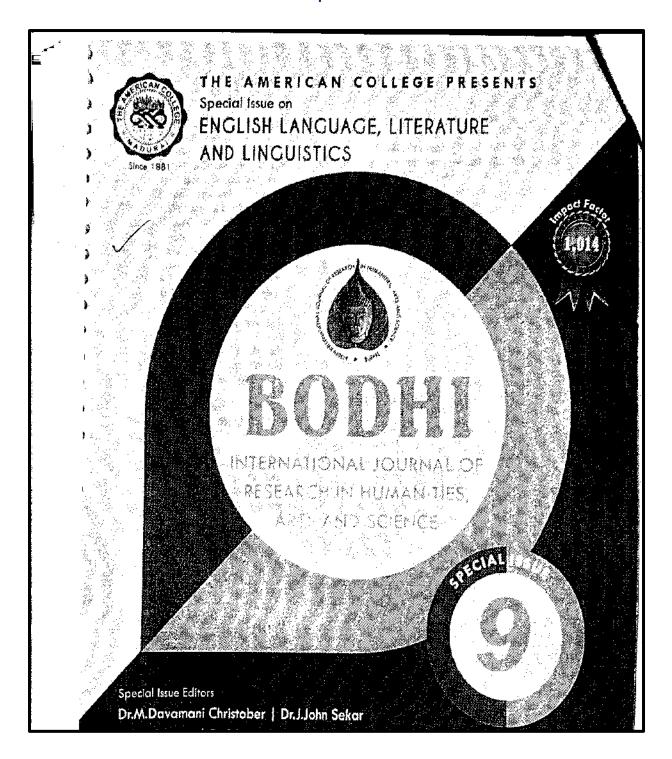
In the 20th century the Epistemological inquiry is focussed towards understanding the bond between the mental space and the social space. In Fourceut's discourse on "heterotopias" and its instrumental association of space, knowledge and power the concept of space is decentered from the geographical context as well as psychological context and focused on spatiality of another kind, which is the 'external space,' that lived in the point of fact and socially formed space: "The space in which we are, which draws us out of ourselves, in which the emsion of our lives, our times and our history occurs, the space that claws and gnaws at us, is also in itself, a helerogeneous space." (23)This helerogeneous space of sites and relations denote real society without their fullfletched utopian form. These beterotopias functions according to what Foucault say, "A lived space, and a socially constructed space' however not as substanceless vacuum, or not just a physical method that can be designed and drawn.

The postmodern concept of 'Third Space' is also dealt

course of identity formation in Bradha's positional discourse the "kreaton of culture" is not theil much focused on physical locations (borders between nations) rather it highlights further on the specietly of outural hybridization. This actionly copies the postmodern thand of nemoving boundaries. This hybridization is therefore an interface. resulting upon the Meological dielectics of Self and Other. Master and Slave, Colonizer and Colonized discussions, which prolonge into socio-political structures.

Therefore, this present paper attempts to explore the confluence of cosmodernism on one hand and post colorialism on the other through probing into the term and idea of 'Space'. Where the postmodernism talks about Third Space, which is a special expression of social structures in multicultural, and pictualized world. And on the other post cokinizism taks about "Trind Space," in different mainter as that of spatial indicator of cultural conflicts and crises in a specific historical and postical context. These in a way are ettempted to exclain with the reference in Kiran Desails The Inbentance of Loss,

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#### FEATURE OF REPETITION IN SULMAN RUSHDIE'S NOVEL

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#### Abstract

Stylistics has been measured as "a developing and controversial field of study" for several years. The existing methods to stylistic analysis are many and varied, causing difficulties to a researcher striving to apply methods of stylistic analysis and to draw distinct lines of demarcation between them. As aptly pointed out by Hoffmannová, stylistics is a field of study which is not only highly interdisciplinary but also considerably eclectic. In the present paper, sincere efforts would be made to survey one of the key features that generally associated with the concept of style. That is, in mentioning the factors determining the use of language, we find the feature of repetition in wider sense. And so, this paper attempts to analyze the feature of repetition in Sulman Rushdie's novel, The Ground Beneath her Feet.

#### Introduction

Stylistics has been considered developing and controversial field of study" (Crystal and Davy, 1969, vii) for several decades. The existing approaches to stylistic analysis are numerous and diverse, causing difficulties to a researcher striving to apply methods of stylistic analysis and to draw distinct lines of demarcation between them. As aptly pointed out by Hoffmannová (1997: 5), stylistics is a field of study which is not only highly interdisciplinary but also considerably eclectic. In this present paper, sincere efforts would be made to survey one of the key features that generally associated with the concept of style. That is, in mentioning the factors determining the use of language, we find the feature of repetition in wider sense. And so, this paper attempts to analyze the feature of repetition in Sulman Rushdie's novel, The Ground

singular lexical repetitions is a peculiar speechhabit in Sri Lanka. Following are some of the extracts from the text to substantiate the point.

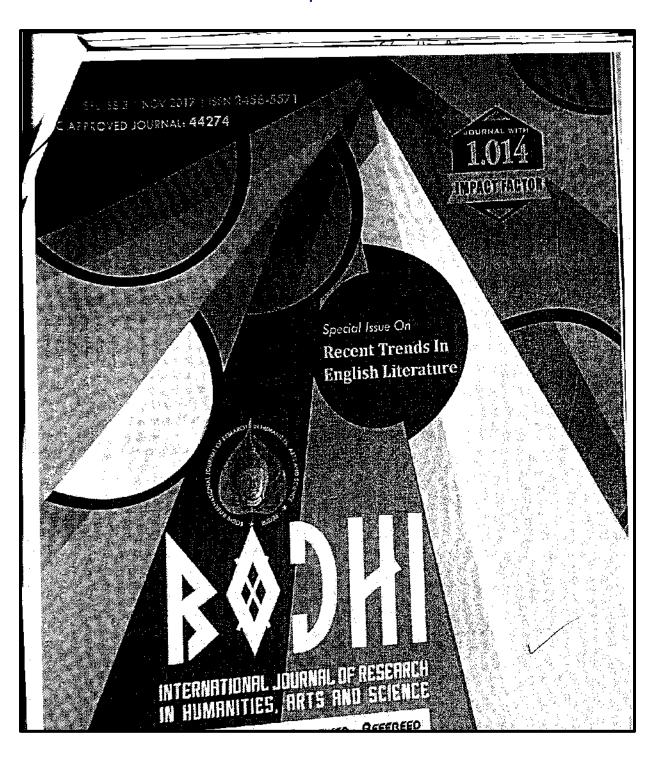
When Amrith got home that evening and was in his bedroom untying his shoelness, the girls charged in. Selvi threw herself on the bed. "So so, tell-tell." (P. 87)

He cut himself short. "Anyway, this court case dragged on for years and years. My father lost-lost-lost, but he simply would not give up." (P. 66) The men roared with laughter. Amrith was appalled by his uncle's crudeness towards his own son.

Niresh, who did not know Sinhalese, said, "Yeah, yeah." He turned and sauntered off. (P. 93)

"Good-good. I'll send my Mendis to the market for crabs.

There's a new moon, which is the perfect time to get them. They don't scurry about, as



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NEW VOICE FOR NEW GENERATION

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uducherry Institute of Linguistics and Culture Puducherry

Abstract

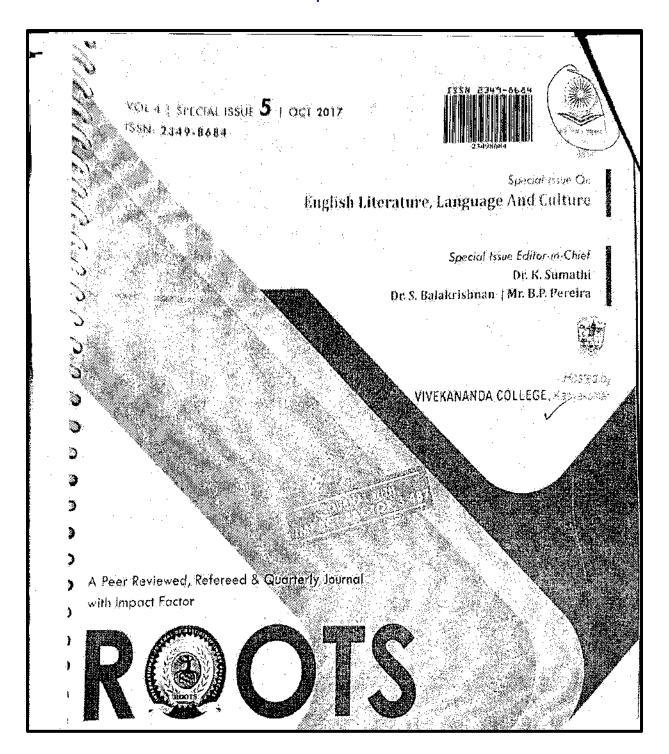
Rishi Reddi's Kanna and other Stories, is a collection of short stories about Indian American and their struggles with balancing their Eastern culture and background with their Wastern lives. Reddi has gotten much praise for this debut collection of stories and has even won the prestigious 2008 L. L. Win ship-PEN/New England award. The first story, Justice Shive Ram Murthy, investigates the arrival of the titular character in the United States. The second story, Lakstami and the Librarian, explores the ennul experienced by Lakshi Chundi in her decade's long merriage, a marriage that is then put in peril by her triendship with the local librarian, Ellas Filan. The third story. The Validity of Love, takes minor characters from both the first and second stories and unites them in a story of two divergent second generation Indian American women, Lata (who appeared in story two) and Priye (who appeared in story one) and considers how one navigates relationships in the face of strict parental expectation. The fourth story, is Bangles, were the little refers to the jewelry that the elderly grandmother possesses and the link it gives her to a more distinguished past, one that collapses in the face of her children and grandchildren's changes in the United States. Losing this bearing signal a treumatic reversal and a desire to return back home. The fifth story, Devadasi, deals with the main character Uma, who travels to India as to learn a traditional Indian dance from a (emed instructor, who just happens to have married a Muslim. This religious difference does pose one of the greater thematic unities across the stories as characters must not only within religion, but within caste (Filhdu).

One of the most poignant stories, Kanna, discusses the disintegration in the relationship of two prothers. The conclusion with its unwillingness to give more than a snippet of what the future portends encapsulates the general formalistic tone of the collection.

Rishi Reddi is an American author, born in Hyderabad, India, and grew up in Great Britain and the United states. Her work appeared in The Best American Short Stories 2005 and received an honorable mention in Pushcart Prize 2004; she is also an Artist Grant from the Massachusetts Cultural Council. Karma and other Stories vividly portrays the interconnected lives of members of the Indian-American community who struggle to balance the demands of traditional Indian culture with the allure of modern Western life. Set mostly in the Boston area, Reddi's stories defily dramatize the emotional conflict within each of her characters as they overcome feelings of vulnerability and perceptions of themselves as obtsiders. Reddi has burrowed so deeply into the lives of her characters as to make them not only real individuals, but postbatic ones. This debut

accept the smallest slight, to a young teenage boy trying to fit into his white-bread Midwestern school, and all manner of husbands, wives, and aunties in between, including a fully assimilated woman.

In Karma and other Stories, there is one or two stories that end abruptly and the ending leave much to the reader's imagination. Each story is about people, with the same motivations and conflicts that most of us can identify with. The lenses we see those conflicts through are different, but it just helps to give a different perspective, and see how much alike people are deep down inside. The need of an elder for respect; the conflict between duty and desire for a path; the interaction between husband and wife who have grown a little distant and are trying to figure out what's wrong; the failure of people to fit into others' preconceived roles for them. The fact that they're mostly



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#### FOREGROUNDING AND RESPONDING IN SALMAN RUSHDIE'S THE GROUND BENEATH HER FEET

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#### Abstract

Foregrounding is a significant literary stylistic device based on the notion that the very essence of 'poeticality' in a literary text lies in the 'deformation' of language. In this sense, 'foregrounding' is a technique within literary devices whereby the author creates 'defamiliarization' through linguistic 'dislocation' that calls readers' attention the strangeness of the world or the perception of the world portrayed or depicted in the literary work. The purpose to incorporate 'foregrounding' is to sharpen readers' vision and understanding of the narratorial or dialogic events, feelings and semiments, circumstances, concepts, etc. that the author wants to point out in the hope of giving readers new clarity, epiphany, motivation etc. Among various techniques for creating foregrounding - repetitions, response, translation, ambiguity, metaphor, tone, parallelism, and diction - the element of 'conflict' stands out to be one of the major techniques in postcolonial writings. Salman Rushdie uses this technique in a masterful manner in his The Ground Beneath Her Feet Thereby, this present paper observes the stylistic device 'Foregrounding and Conflict' to highlight the use of language indicated by the author. Further, through this paper it is observed that the foregrounding has definitely created the literary environ to attain a better interpretative closure.

Keywords: Foregrounding, Responding and Conflict.

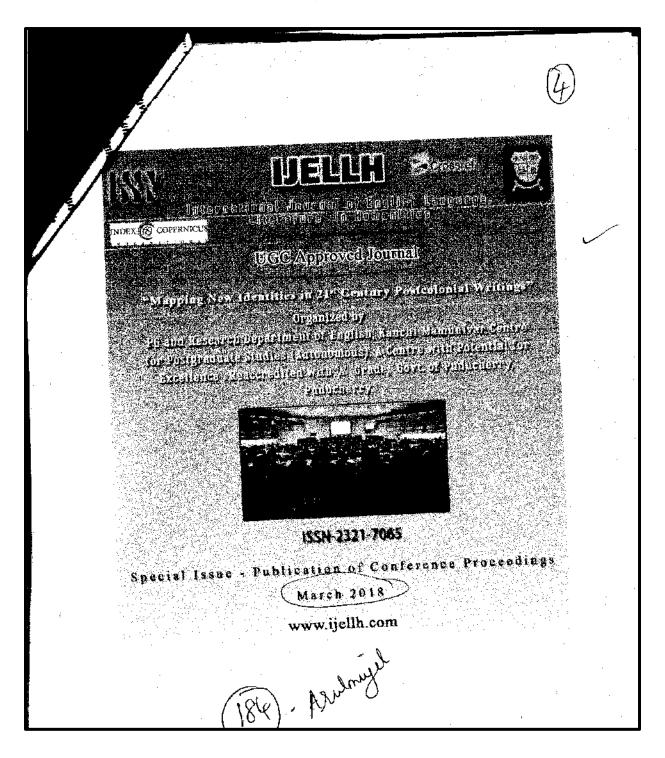
#### Introduction

According to formalist critics, the term 'foregrounding' is a stylistic device that draws attention to itself by way of its 'defamiliarization' from everyday speech. 'Foregrounding' is a significant literary stylistic device based on the notion that the very essence of 'poeticality' in a literary text lies in the 'deformation' of language. In this sense, 'foregrounding' is a technique within literary devices whereby the author creates 'defamiliarization' through linguistic 'dislocation' that calls readers' attention the strangeness of the world or the perception of the world portrayed or depicted in the literary work.

In explanation, it could be posited that literature is a process of 'strange making' whereby the world or a perspective is presented in a manner n seal life experience through

The purpose to incorporate 'foregrounding' is to sharpen readers' vision and understanding of the narratorial or dialogic events, feelings and sentiments, circumstances, concepts, etc. that the author wants to point out in the hope of giving readers new clarity, epiphany, motivation etc. various techniques for creating Among foregrounding - repetitions, response, translation, ambiguity, metaphor, tone, parallelism, and diction - the element of 'conflict' stands out to be one of the major techniques in postcolonial writings.

'Conflict', in a strict literary definition, means a device used for expressing 'resistance' in the protagonist of the story who finds himself/herself at odd in achieving his/her desired goals. The conflict is a discord that can have external aggressors or can even arise from within the self. It



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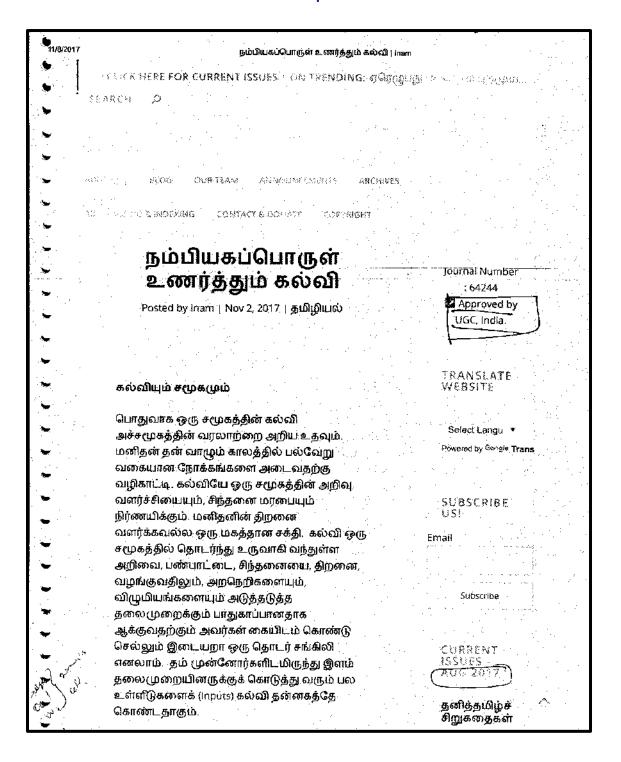
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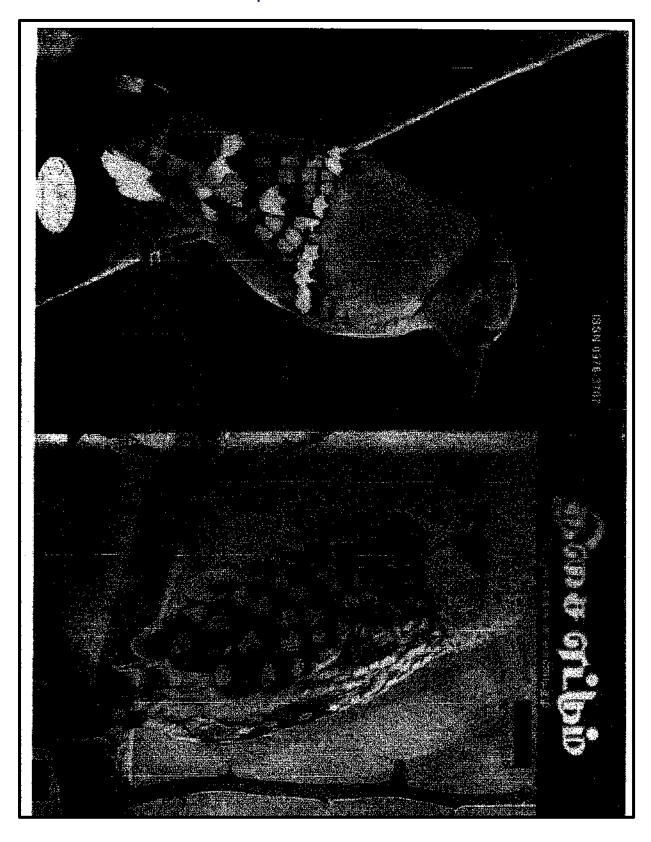
Spiritual Expedition to Puri Jagannath with Lippi Parida's If the Blue Lotus Sings

Today it is the world of writers who involved themselves in writing on deities, mythical stories, festivals, culture and tradition. This is because the world is at the status of forgetting all their identities and running towards the Age of Modern. Even some children fail to hold a pen or pencil to write as they spent most of their time in swiping the tab or mobile. In such situation how the future generation come forward in learning their roots. This made the recent writers to take their works as a tool to the today's generation with adequate knowledge on their identities. These kind of thirst can be quenched by many writers earlier like T. P. Kailasam in Kundi and Karna, R. K. Narayan in Gods, Demons and Others, Girish Karnad in Bali: The Sacrifice, Asif Currimbhoy's The Dumb Dancer and so on. By reading these in kindle version, the children of today's world would learn our Indian's treasures The Mahabharata and The Ramayana. In this list here comes the debutan writer Lippi Parida from Odisha to share her ideological view on Jagannath Temple, Puri.

Lippi Parida, a ravishing painter, alluring musician and an elegant writer and bought up in Odisha, eastern India. Her great grandfather, Fakir Mohan Senapati is the "Father of Odiya Literature". Lippi's blood and soul is imbibed with regional and religious literature. Her art of work majestically stands on the wall of RashtrapathiBhavan, New Delhi. Her debut novel, If the Blue Lotus Sings, published in 2017 when she was in Puducherry. Her husband Mr. Manoj Parida, IAS served as a Chief Secretary of Puducherry from 2015 to 2017. Lippi Parida was awarded with "Distinguisher Achiever Award" in 2018 on Women's Day.

Pondicherry is a land that has power to make an ordinary person into an extra





க்கி தேர்காண்கி: " திலை எட்டும்-59

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# கடலோர கிராமத்தின் கதாநாயகன் 'தோப்பில் முகமது மீரான்'

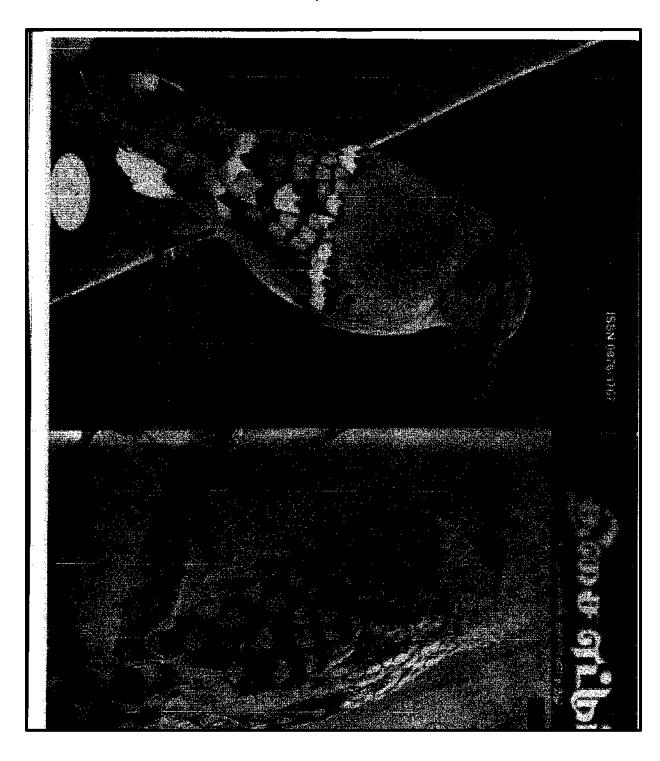
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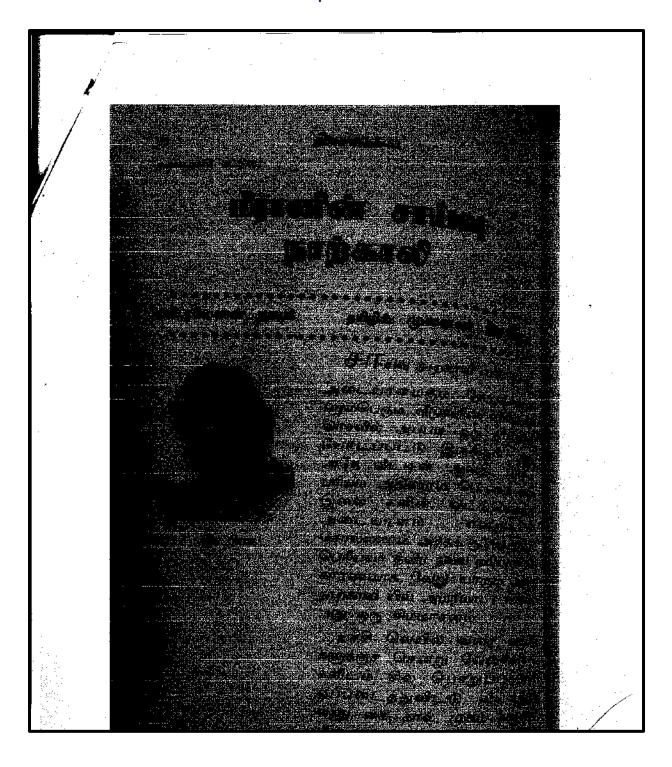


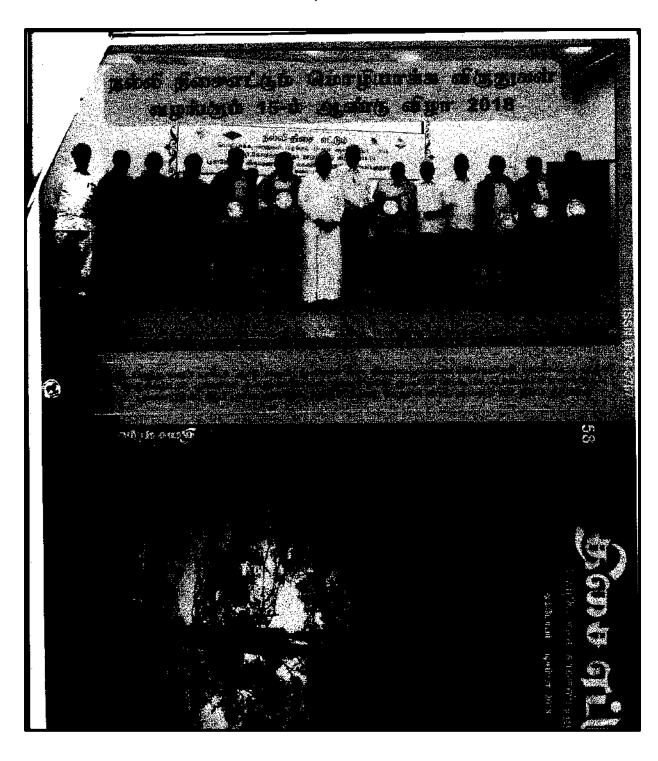
இரு. பிருபா

தமிழகம் கண்ட எழுத்தாளர் களுள் மிகளும் பிரபலமான எழுத்தாளர் தோப்பில் முகம்மது மீரான். சமூதத்தின் சிலைப்பாடு களைக் குறித்த இஸ்ர எழுத்து களும், கணத்யின் மொழிதடை அழகும், இந்த மூத்த எழுத் தர்ளரைத் தனித்துக் காண்பிக் இன்றன அப்படிப்பட்ட இலக்கிய வாதியோடு ஒரு நீண்ட நேர் காணல் இது.

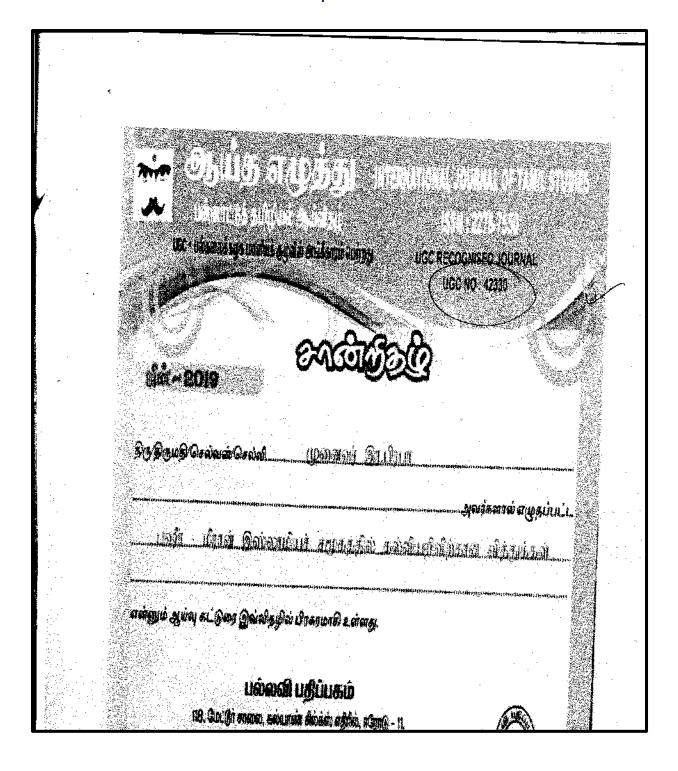
அரைநூற்றாண்டிற்கு முன்பு தெற்குத் இருவாங்களின் எல்லை முடிவில் அமைந்திருந்தது தேங் காய்ப்பட்டினம் என்றொரு இராமம். அங்குதான் தமிழில் மிகவும் தலைசிறந்த எழுத் தாளரான முகம்மது மீரானின் குழந்தைப் பருவம் தவழ்ந்தது. அந்தக் கட்லோரப் பகுதியின் கிராமத்திலிருந்து முறைப்படி மலையானத்தையும், அதன் பிறகு தமிழையும் கற்றுக்கொண்டு

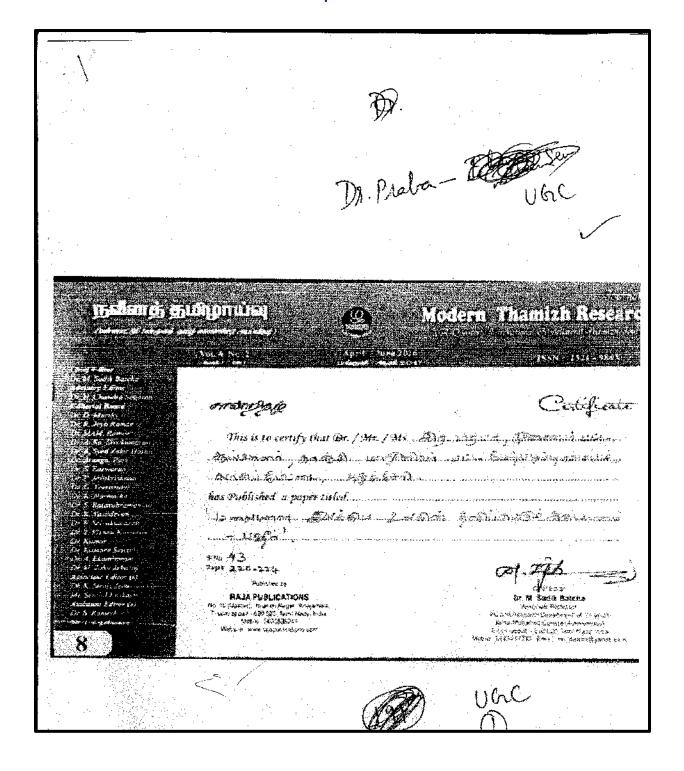






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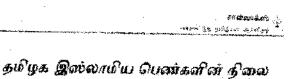
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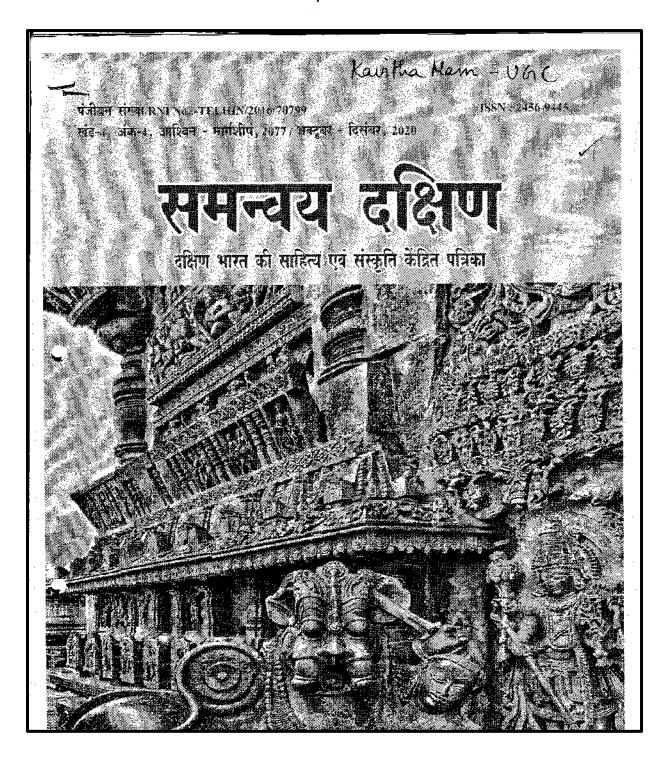
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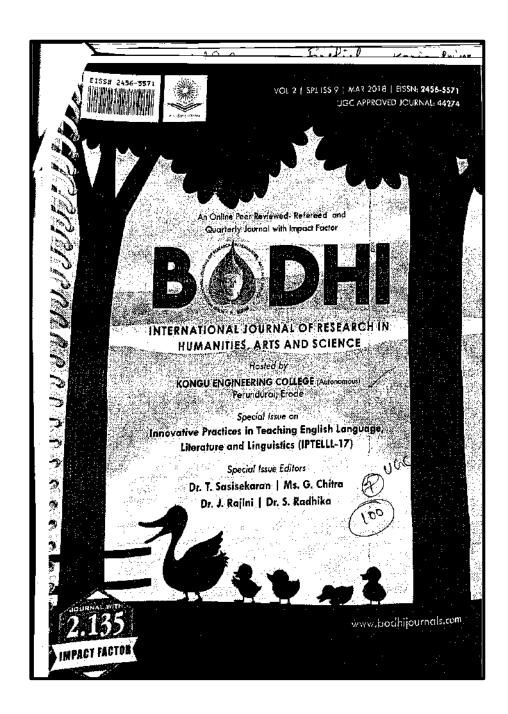
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Academic Excellence in research is continued promoting in research support for young Scholars, Multidisciplinary of research is motivating all aspects of encounters across disciplines and research fields in an multidisciplinary views, by assembling research groups and consequently with this projects, supporting publications programmes. and organizing inclination Internationalization of research work is the unit seeks to develop its scholarly profile in research through quality of publications. And visibility of research is creating sustainable platforms for research and publication, such as series of Books; motivating dissemination of research results for people and society.

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## IMPORTANCE OF LANGUAGE ART IN WRITING FICTIONS

M.Kanika Priya

Ph.D. Research Scholor in Linguistics, Ruducherry Institute of Linguistics and Culture
Cross Matha Ranga Chefty Nagar, Sarem, Puducherry



#### Introduction

## Importance of Language Art in Writing Fictions

Guidelines must afford students with the techniques and sources that fully involve their analytical minds and imaginative talents. Readers and writers can develop their experience of literature when they respond to it through their own original work such as, creative writing, designing, composing and dramatizing. Higher-level thinking skills of analysis, interpretation and evaluation are essential to the creative processes described in this paper. When used as a curriculum extension, the strategies are especially for students, and may also be used to teach divergent thinking skills to all students of an engineering college.

English language teachers need to have a strong foundation in the theory and best practices of language learning and teaching in order to plan and deliver effective English language programmes. Engineering graduates should be prepared with good knowledge of English as a second or foreign language, both nationwide and worldwide. In order to ensure that our graduates have the practical skills they need to be successful classroom teachers, two extensive practicum components are integrated with academic study. The practicum components include observation and classroom teaching experience.

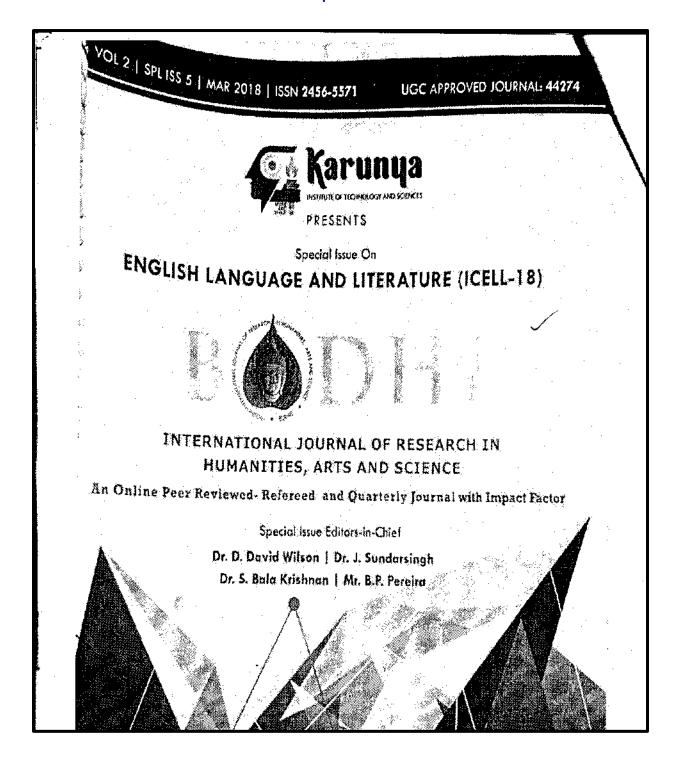
Engineering colleges are responding to an increasing demand from international educators

numerous backgrounds and at all levels of English skills.

## **Exploration of Elements in Writing Fictions**

To write, to accomplish any art, is not simply or even mainly to create—it is to make, it is to work with something, to practice it out of materials already at hand. Create cannot help but bring godlike creation to mind, from its ancient relationship. It also, in modern invokes the spectre of "creative writing", the genericism that fiction writers and poets have allowed to be imposed on themselves. Mention an interest in creative writing too often and we will certainly be asked about inspiration comes the thought of breathing life into things and, before we know it. Our vocation has once again taken leave of this earth.

Certainly not, writing is not mainly creating. The idea of creating may be useful for satisfying a certain productive tension, but essentially, it focuses too much attention on the one percent inspiration in one's soul and too little on the ninety-nine perspiration saturating one's desk. This is as said earlier, to write is to make, to form something out of materials at hand. Make has a blunt crisp sound I like, a gritty aural texture. It not only indicates to some of the same ideas as create, but also carriers suggestions of shaping something to one's will and of success (to "make it" is to succeed). The hands are the key. The written word cannot be literally handled, yet



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## March 2018

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## THE LAST FLICKER AS A PERFECT TRANSLATED PIECE OF WORK

#### M.Kanikapriya

Ph.D. Research Scholar in Linguistics, Pandicherry Institute of Linguistics and Culture, Pudicher

## Abstract

Literature is considered as one of the fine arts in employing language as a medium of expression. Language is achait produces various great works among the world. At present such works in regional languages are getting translated fiot only into English but also into the various other Indian languages. Gurdial Single's The Last Flicker is one among such works which originally written in regional language and translated into English. Its success as a translated work held in prescribing the narrative style of the novelist. We can clearly find that there is both a touch of authenticity and selfabsorption about Gurdial Single's narrative style which has been preserved and maintained by the novel translator Ajmer. S. Rode in his translation. Marhi da Diva is the first novel by Gurdial Singh's which has been translated into English as The Last Flicker in the 1960's and it is been inspiring every hearls till now. On this account, the present paper urges to make an analysis on this novel under a perfect translated work.

## Introduction

Literature stands as line arts in employing language as a medium of expression. Among the literatures in the world we can find Indian Writing in Literature is a dynamic branch, which is spreading its mellow light on the world literature and various treasures among the people. In India we come across various languages and literatures. As we find many languages come into existence we find apcoming of many regional literatures too. However, the diversified languages find some similarities in dealing with the culture and tradition of India. Each and every Indian language produces various great works among the world. At present such works in regional languages are getting translated not only into English but also into the other Indian languages. Gurdial Singh's The Last Flicker is one among such works which originally written in regional language and translated into English.

which old values are replaced by new greed. The novel, The Last Flicker is hailed as the first Punjabi novel in depicting social realism. This has been widely translated in Indian and foreign languages and it still remains as the most discussing and debating work in Punjabi literature. The novelist's triumph fies in bringing a low-caste oppressed man to the center-stage and telling his story in such a humane manner in a way making it as a part of the collective psyche. This is not the only novel by Gurdial Singh to be wondered about. He has also given many classics loo in this type. Gurdial Singh presents life as it is in his novels as that of the great novelist Ranon Navar, say's "For Gurdial Singh, literature is not literature unless it springs from life".

Gurdial Singh's fiction in all intensity depicts the social realism, which nevertheless has never yet compromised on the aesthetics as he probes into the class and caste structures in Puniab's rural and semi-urban society. Gurdial



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Spectroscopic investigations of 5 (4-Methylphenyl)-5-Phenylhydantoin BY DFT Methods

K.Manivannane<sup>\*</sup>, K.Jayasheela<sup>\*</sup>, T. Prabhu<sup>\*\*</sup> E.S. Sowbakkiyavathi<sup>\*</sup>, K. Roopakala<sup>\*</sup>, S.Periandy<sup>\*</sup>

<sup>A</sup> Department of Physics, A.V.C. College(autonomous), Mayiladuthurai, Tamilnadu <sup>8,c</sup> Department of Physics, Kanchi Mamunivar Post Graduate Studies, Lawspet, Puducherry

#### Abstract

In this study, the spectroscopic investigation of 5-(4-methylphenyl)-5-phenylhydantoin is carried out by DFT (B3LYP) method using 6-311++G (d, p) basis sets. The structural and the vibrational analysis were obtained on the most stable form and the results are compared with experimental values. NLO parameters such as dipole moment ( $\mu$ ), polarizability ( $\alpha$ ) and hyperpolarizability ( $\beta$ ) of 5-(4-methylphenyl)-5-phenylhydantoin were discussed. Oscillator strength and energy is determined by Time Dependent Density Functional Theory (TD-DFT) method. The UV spectrum was recorded in solvent (ethanol) phase. Possibilities of different charge transfer takes place within the molecule were discussed by HOMO-LUMO analysis. Transfer of charge between the localised bond and lone pairs were investigated by NBO analysis. The NMR analysis for <sup>13</sup>C and <sup>1</sup>H were analysed using gauge independent atomic orbitals (GIAO) method with same basis sets combinations in both gas and solvent (chloroform) phase.

Key words: conformational analysis, FT-IR, FT-Raman, NMR, UV analysis, HOMO-LUMO

## 1. Introduction:

Brain cells either excite or inhibit (stop) other brain cells from sending messages. Usually there is a balance of cells that excite and those that can stop these messages. However, there may be too much or too little activity, causing an imbalance between exciting and stopping activity. These chemical changes can lead to surges of electrical activity that cause epilepsy [1]. Epilepsy is a disease in which a person has abnormal discharging of the brain's nerve cells, resulting in a disturbance of sensory or

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Spectroscopic investigations (ft-raman,ft-ir,nmr and uv ) and structural analysis of 2hydroxy-3-methoxy benzyl alcohol

K. Manivannane\*, K.Jayasheela\*, T. Prabhu\*\* K. Roopakala<sup>c</sup>, E.S. Sowbakkiyavathi<sup>c</sup>, S.Periandy<sup>c</sup>

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#### Abstract

2-hydroxy-3-methoxy benzyl alcohol was comprehensively recorded by FT-IR, FT-Raman, UV, as well as <sup>1</sup>H and <sup>13</sup>C NMR spectroscopic techniques. The observed absorption and scattering spectral sequence were analyzed to predict the molecular property. The Gaussian computational calculations are carried out by DFT (B3LYP) methods with 6-311++G (d,p) basis sets and the corresponding results were tabulated. The drug activity of the compound was predicted by observing frontier molecular orbital interaction profile, Moreover, CNMR and HNMR were calculated by using the gauge independent atomic orbital method with B3LYP methods and the 6-311++G (d,p) basis set and their spectra were simulated and the chemical shifts linked to TMS were compared.

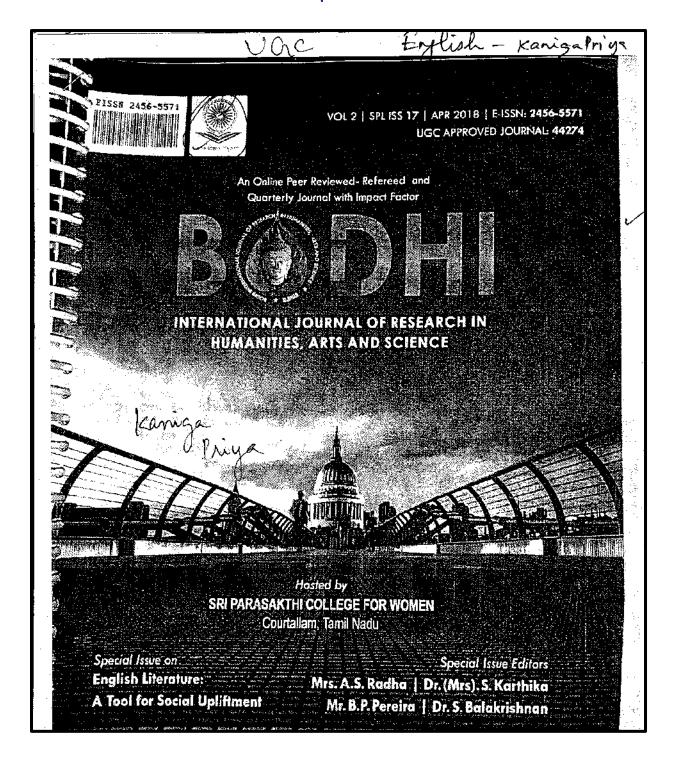
Key words: FT-IR, FT-Raman, NMR, UV analysis, B3LYP

## 1. Introduction

2-hydroxy-3-methoxy benzyl alcohol (Ortho-vanillyl alcohol) is an aromatic alcohol with the molecular formula  $C_8H_{10}O_3$ . It is a light yellow crystalline solid obtained by the esterification of benzyl alcohol [1]. The substituted benzyl derivatives with high optical nonlinearities are very promising materials for future optoelectronic and nonlinear optical applications. Benzyl alcohol is used as a bacteriostatic preservative at low concentration in intravenous medications, cosmetics and topical drugs. It reacts with carboxylic acid to form esters. The etherification of benzyl alcohol

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# PORTRAYAL OF BLACK WOMEN IN A RAISIN IN THE SUN

M.Kanika Priyo

Ph.D. Research Scholar in Linguistics, Pandicherry Institute of Linguistics and Culture, Puducherry

Lorraine Vivian Hansberry's A Raisin in the Sun focuses on major issues such as meism between white and black Abstract communities, abortion, marriage, assimilation and finding one's true identity but in the end the play boils down to a timeless point; dreams are what make each person, white or black, push on in life in order to live each day like it was their last. A Raisin in the Sun is central, in the continued debate over racial and gender concerns, making this play a critical cultural document in an essential period of American history. Moreover this story embodies Hansherry's use of strong black women; she was a realistic artist, fascinated by ordinary and real people with each one clearly and vividity drawn. In this play, she depicts courageous and revolutionary women who share struggles with each other and also with their men. Her women characters have positive characteristics. She speaks loudly about the role women played in the struggle for freedom. A Raisin in the Sun is a masterful play. While some see it overly simplistic, Hansberry gives us the gamul of African American response to the oppression that was still occurring. Thereby this present paper attempts to explore Lorraine Hansberry's depiction of Black Women in A Raisin in the Sun.

## Introduction

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"Black" was the word handwritten on Lorraine Vivian Hansberry's birth certificate on May 19, 1930. Challenging the system was part of the Hansberry's way of life. "I was born black and female," Lorraine Hansberry sald. These twin identities (race and gender) would dominate her life and her work. Rejecting the limits placed on her race and her gender, she employed her writing and her life as a social activist to expand the meaning of what it meant to be a black woman. Her first play, A Raisin in the Sun, is based on her childhood experiences of desegregating a white neighbourhood. It won the New York Drama Critic's Circle Award as Best Play of the year. She was the youngest American, the fifth woman and the first black to win the award. Her success opened the Roodgates for a generation of modern black actors and writers who were influenced and encouraged by her writing. Such important black leaders as Paul Robeson, W.E.B. DuBois, frequented Hughes

African-American spirit that engulfed the nation in the historic changes of the Civil Rights Movement. Her writing foresaw feminism, the Gay Liberation Movement and the demise of colonialism. She was a spearhead of the future, a woman who refused to be confined by the categories of race and gender.

Her works include A Raisin in the Sun (1957), A Raisin in the Sun, screenplay (1960), The Drinking Gourd (1960), The Sign in Sidney Brustein's Window (1964), The Movement: Documentary of a Struggle for Equality (1964) and To Be Young, Gifted and Black: An Informal Autobiography (1970).

## Black Drama

Black Drama has existed since the mid 19th century. The Black dramatists had to struggle to assert their own racial and cultural identity in the American society. The Black drama in America had twin goals. On the one hand, it has always had the crucial objective of presenting the Negro to himself, forced to wear the shaped by an implacable



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#### BOOHI INTERNATIONAL JOURNAL OF RESEARCH IN HUMANITIES, ARTS AND SCIENCE An Online, Peer-reviewed, Refereed and Quarterly Journal with Impact Factor E-ISSN: 2456-5571 April 2018 Special Issue 4 Voi: 2 Alm & Objectives CONTENTS Academic Excellence in research Is continued promoting in research support for young Page. Scholars. Multidisciplinary of research is motivating S. Title No all aspects of encounters across disciplines and No f Margaret Atwood's Surfacing as the research fields in an multidisciplinary views, by Story about the Suppressed Condition assembling research groups and consequently of Women and Nature projects, supporting publications with this inclination and K.S.Subajaishakthi organizing programmes. Tradition Versus Modern - A Study on 5 Internationalization of research work is the unit Manju Kapur's Difficult Daughters seeks to develop its scholarly profile in research. A.Brano Jebin through quality of publications. And visibility of Shashi Despande's Women 9 research is creating sustainable platforms for R.Maheswari research and publication, such as series of Books; A View to Feminism in Alice Walker's motivating dissemination of research results for The Color Purple people and society. M.Kanika Priya Bama's Sangati: A Tale of Dalit 16 Disclaimer Suppression, Exploitation and Contributors are advised to be strict in **Emancipation** academic ethics with respect to acknowledgment N.S.Swathi of the original ideas borrowed from others, The The Orientation of Affections in the 20 Publisher & editors will not be held responsible for Select Novels of Contemporary any such lapse of the contributor regarding American Novelists plagiarism and unwarranted quotations in their Mrs.Jeba Regis P Jebas Voice of the Voiceless in J. M. manuscripts. All submissions should be original and 24 Coetzee's Waiting for the Barbarians must be accompanied by a declaration stating your and A. K. Armah's Two Thousand research paper as an original work and has not been published anywhere else. It will be the sole Seasons responsibility of the authors for such lapses, if any R.N.Gnanammal 8 The Concept of Redemption: An on legal bindings and ethical code of publication. 32 Archetypal Framework and a

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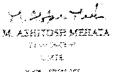
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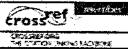




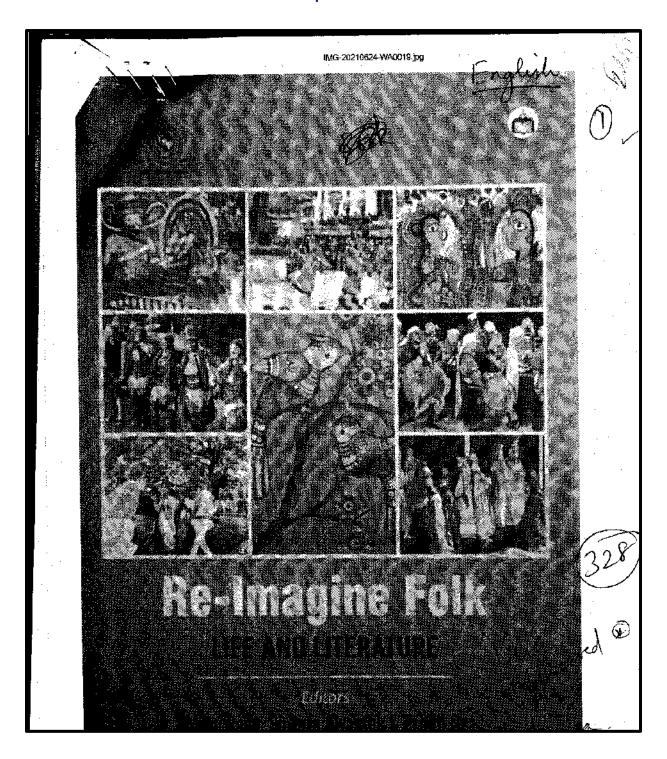


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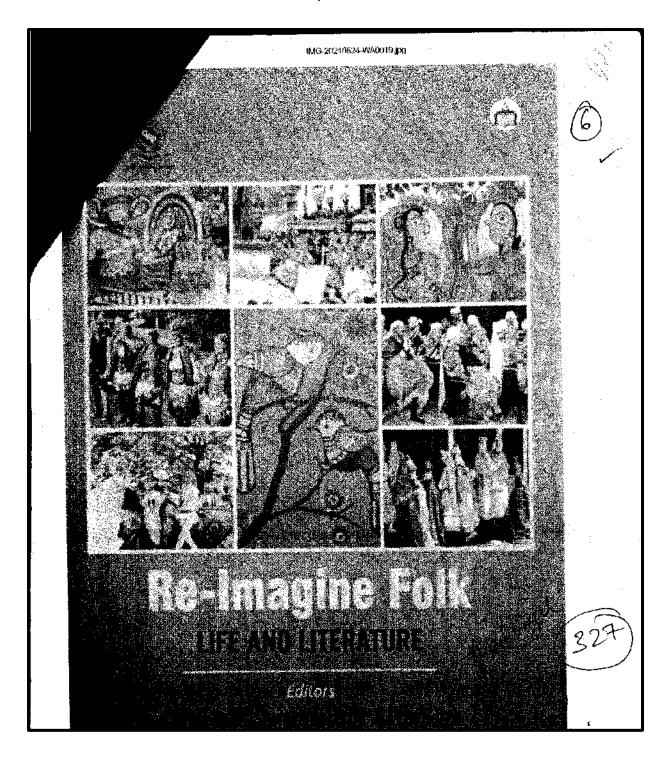
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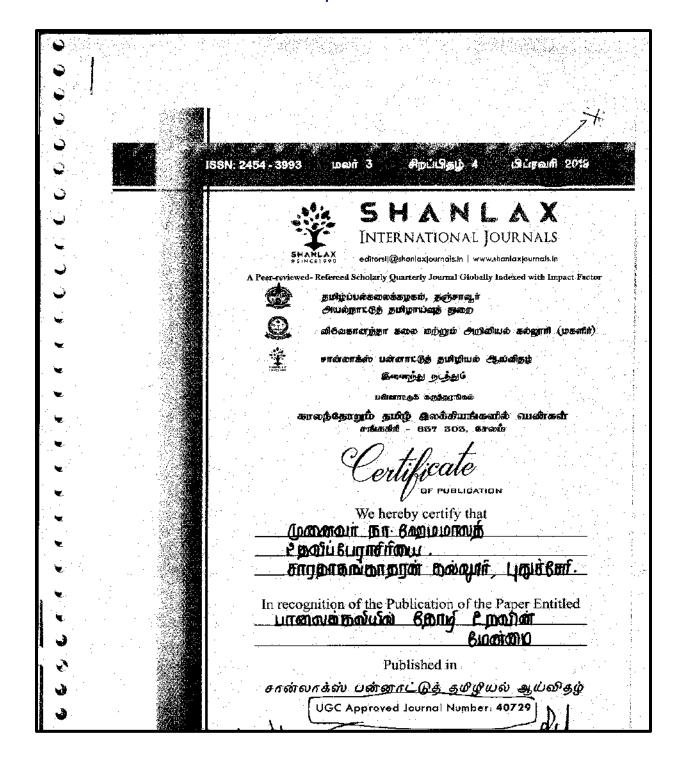
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## பாலைக்கலியின் நம்பிக்கைகள்

2019

முனைவர் நா. ஹேமமாலதி தமிழ்த்துறைத் தலைவி, சாரதா கங்காதரன் கல்லூரி, புதுச்சேரி — 605 004, புதுச்சேரி, இந்தியா.

ஒரு மனிதனின் நம்பிக்கைகள் காலப் போக்கிலும், உணர்ச்சிப் போக்கிலும் மாற்றம் காணலாம் ஆனால், சமுதாயத்தின் நம்பிக்கைகள் எளிதில் மாற்றம் அடைவது இல்லை. இந்த இரண்டு நிலைபிலும் பாலைக்கலி பாடல்களை காணமுடிகின்றது. நம்பிக்கை என்பது மக்கள் வாழ்வியலோடு தொடர்புடையது. இன்றைக்கும் சமூகத்தில் இதனை கரணமுடிகின்றது. அதற்கான காரணம் தெரிந்து கொள்வதே இக்கட்டுறையின் தேவையாக இருக்கும். இன்றைய அறிவியல் வளர்ச்சியின் காரணமாக அன்றைய நம்பிக்கை இன்றைய முட நம்பிக்கையாகவும், இன்றைய மூட நம்பிக்கை அறிவியல் வளர்ச்சியின் காரணமாக நம்பிக்கையாகவும் மாற்றங் கொண்டுள்ளன. இதை நம்பும் வகையில் "நம்பிக்கைகளுக்குக் காரணம் காணுதல் இலகுவன்று" (க. கைலாசபதி, பண்டைத் தமிழர் வாழ்வும், வழிபாடும். ப.40) என்று க கைலாசபதி சுறும் கருத்து ஏற்படையதாக இருக்கின்றது.

கலித்தொகையின் நம்பிக்கைகள்:

சங்க கால மக்களின் பழமையினையும், பண் பாட்டினையும் எடுத்துக் கூறுவன இலக்கியங்களாக இருந்தன. இவ்விலக்கியங்களில் கலித்தொகை பாலைக்கவியில் வழிபாட்டு நம்பிக்கை, நிமித்தம், கனவு, கண்துடித்தல், பல்லிச் சொல்லும் பலன் கேட்டல், நாள் நட்சத்திரம் பார்த்தல், பொய்சாட்சி சொன்னால் கருகும் மரம் பற்றிய நம்பிக்கை, ஒழுக்கம் பற்றிய நம்பிக்கை, தவத்தின் மீது நம்பிக்கை பற்றி ஆராய் முற்படுவோம்.

தெய்வ வழிபாட்டு நம்பிக்கைகள்:

ت

நம் மக்கள் எந்த ஒரு செயலை செய்ய துவங்குவதற்கு முன்பும் தெய்வ வழிபாடு செய்வது வழக்கமாகக் கொண்டிருந்தனர். ஆப்படி பலரும் பல தெய்வங்களை வழிபட்டாலும் கூட அந்தந்த நிலத்திற்குரிப தெய்வங்களுக்கும் முக்கியத்துவம் தருவது இயல்பு இன்றைய சூழலிலும் இதனை நாம் காணமுடியும் பொதுவாக தெய்வ வழிபாடு இருந்தாலும், அவரவர் குலதெய்வ வழிபாடு என, ஒவ்வொரு வருக்கும் ஒவ்வொன்று உண்டுதான்.

தலைவன் தலைவியை விட்டு பிரிந்து சென்று பொருள்டச் செல்கிறான். அங்ஙனம் தலைவன் செல்லும் பாதை பாலை நிலத்திற்குரியது. அந்திலத்தின் கொடுமையினை என்ணி வருந்தும் தலைவி, தலைவனுக்கு பாதொரு இடையூறும் ஏற்காதவாறும், தலைவனுக்கு உதவுமாறு இயற்கையாகிய காற்றையும், கனைலையும், மழையையும் வேண்டும் நிலையை,

'பாடு இன்றிப் பசந்தகண் பைதல பவிமல்க. வாடுபு வனப்பு ஓடி வணங்கு இறை வளைஊர ஆடு எதில் அதிவு அஞசாது, அகண்றவர் திறத்து இனி,

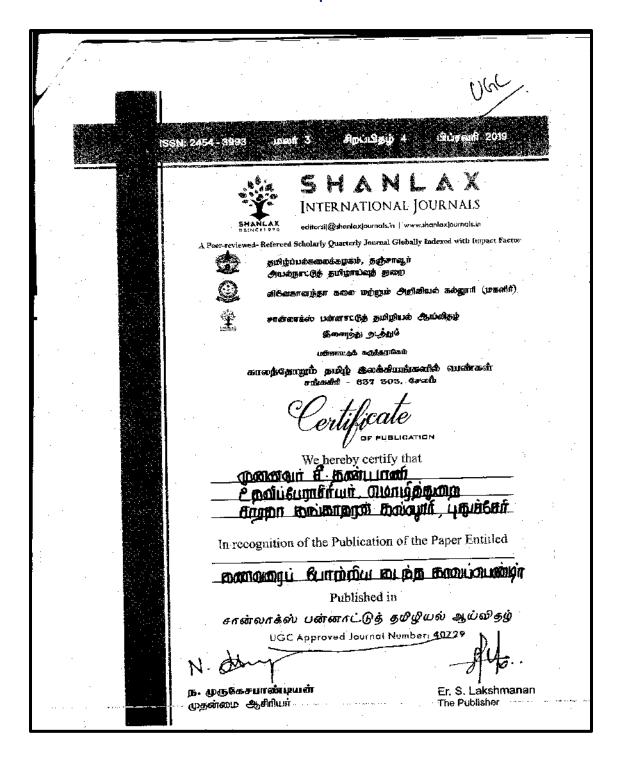
நாடுங்கால், நினைப்பது ஒன்று ஓடையேன்மன்? அதுவும் " (பாலைக்கலி, 16: 1-4)

என்ற அடிகளின் வாயிவாக கானலாம். தலைவன் பொருள்ட்ட தலைவியை விட்டுப் பிரிந்து, வெப்பமான பாலை நிலக் காட்டைக் கடந்து செல்ல இருக்கும் தலைவனுக்கு யாதொரு தீங்கும் நேராமல் நல்ல முறையில் திரும்பவேண்டும் என வேண்டும் தலைவியின் பாடலடியும் பாலைக்கலியில் இருப்பதனைக் காணமுடிகிறது.

்செய்போருட் சிறப்பு எண்ணிச் செல்வார் மாட்டு, இணையன

தெய்வத்துத் திறன்நோக்கி, தெருமரல்-தேமொழி." (பாலைக்கலி 16: 18-19)

செம்மொழித் தமிழ் (பன்னாட்டுப் பன்மூகத் தமிழ் காண்ண்டு ஆய்விதழ்) நவம்பர், 2019 - கிறப்பிதழ் (ISSN 2321-0737) Journal of Classical Thamizh (Quarierly International Multilateral Thamizh Lorent)



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# Docking and Spectroscopic Investigations On Chlorambucil using DFT methods

Mr. Manivannane

Manivannanc K<sup>1</sup>, Jayasheela, K<sup>2</sup>, Prabhu, T<sup>3</sup>, Sowbakkiyavathi, E.S<sup>4</sup>, Periandy, S<sup>5</sup>

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Abstract- In this research work, the spectral investigation of Chlorambucil is carried out computationally by DFT (B3LYP) method using 6-311+G (d, p) basis sets. In this study, the structural optimisation and the vibrational analysis were observed on the most stable conformer and the results are tabulated and compared with experimental values. Charge transfer between the localised bond and lone pairs were investigated using NBO analysis. The NMR analysis for  $^{13}$ C and  $^{1}$ H were studied using gauge independent atomic orbitals (GIAO) method with same basis set and functional combinations. Non-linear optical properties through dipole moment ( $\mu$ ), polarizability ( $\alpha$ ) and hyperpolarizability ( $\beta$ ) of the title compound were discussed. Time Dependent self-consistent field (TD-SCF) method is used to calculate energy and oscillator strength. The UV spectrum was recorded in ethanol solution. Possibilities of different charge transfer within the molecule were reported by HOMO-LUMO analysis.

Index Terms- FT-IR & Raman, NMR, UV analysis, NLO, Docking analysis

## 1. INTRODUCTION

Cancer is a class of diseases in which abnormal division of blood cells take place uncontrollably and destroy the entire body tissues leading to death. Clinically, Chemotherapy is used to resists the development of cancer cells 1. The anticancer drugs (anti metabodies, antracyclines, taxanes and alkylating agents) are mostly pro- apoptotic, which act by interrupting cellular DNA and prevent DNA synthesis 2 The compound Chlorambucil is referred as an anti - cancer drugs 3 which belong to a group of nitrogen mustards agents. These nitrogen mustards agents alkylate the bases of DNA and RNA and exhibit the properties of anti- cancer. The genetic material which DNA replicates very fast in the cancer cells is the major focus of alkylating agent. Chlorambucil alkylates the bases of DNA and leads to the formation of inter and intra strand cross links. Due to the formation of DNA interstrand cross links, the drugs results in the twisting of the DNA helix 4. The change in the DNA structure results in the inhibition of DNA synthesis and replication of DNA which finally leads to the cell death. Chlorambucil is an alkylating anti- neoplastic drug 5 which is also used as inamunosuppressive drug for the treatment of inflammatory and auto immune diseases that preferentially affects B cells over T cells is shown to be effective in the treatment of bullous pemphigoid. By inhibiting the function of biological molecules, Chloramhucil exerts its cytotoxic effects 6. Its toxicity at lower doses is tolerated by patients and quickly metabolized in the liver to active metabolic phenyl acetic acid mustard. This also has a high plasma protein binding.

spectrum is obtained in the range of 4000-100cm<sup>-1</sup> with spectral width of 2cm<sup>-1</sup>and scanning speed 30cm<sup>-1</sup>min<sup>-1</sup> All band frequencies are found to be accurate at ±1cm<sup>-1</sup>. Using Multimuelear FT-NMR model Advanced II (Bruker), high resolution NMR spectra is recorded in CIF (Central Instrumentation Facility), Pondicherry University. The instrument has 400Mz frequency for <sup>1</sup>H and 100Hz frequency for <sup>13</sup>C. The spectra of UV is recorded with Shimadzer UV -1700 series instrument with 0.2nm scanning interval and 1.0nm slit width in Pharma analytical lab, Pondicherry. The UV spectrum is observed between 200nm to 400nm in ethanol solvent.

## Quantum chemical calculations

All Quantum chemical calculations are derived with the help of Gaussian 09 program on a Pentium IV/3.02GHz personal computer. The optimised parameters and the vibrational wave numbers of the present molecule were computed using DFT(B3LYP) method with 6-311++G(d,p) basis sets. The same combination is used for calculating different computational analysis like NBO, HOMO-LUMO, and NLO etc. Using GIAO method in combination with B3LYP/6-311++G (2d, p), NMR analysis is carried out. In case of vibrational analysis, the frequencies were scaled by scaling factor 0.9200 with the range of wave number above 3000cm<sup>-1</sup> and 0.9600 for wave number less than 3000cm<sup>-1</sup>.

## 3. RESULT AND DISCUSSION

Conformational analysis

To determine the most stable enemy conformer of the

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# Spectroscopic (FT-IR, FT-Raman, FT-NMR and UV-VIS) Investigation on 2-Benzyloxy-3-Methoxybenzaldehyde using Quantum Computational Methods

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## ABSTRACT

An anti-proliferative agent 2-benzyloxy-3-methoxy benzaldehyde (Benzyl-o-vanillin) abbreviated as 2B3MB was comprehensively recorded by FT-IR, FT-Raman, UV, as well as <sup>1</sup>H and <sup>13</sup>C spectroscopic techniques. The observed absorption and scattering spectral sequence were analyzed to predict the molecular property. The Gaussian computational calculations such as vibrational frequencies, Mullikan and NBO charges, UV-Vis, NMR (GIGO technique) and NLO Properties are carried out by hybrid DFT/

electronic and optical properties, absorption wavelengths, excitation energy, dipole moment and frontier molecular orbital energies were carried out. Molecular electrostatic potential (MEP) were generated and tried to predict the drug activity of the compound by observing FMO interaction profile. The NLO properties related to Polarizability and hyperpolarizability based on the finite-field approach were also discussed.

Keywords:— FT-IR, FT-Raman, NMR, UV analysis, B3LYP, Docking study.



## **Design Engineering**

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# 3D Printed human organ- A \$56 billion Industry in 2030

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## Abstract

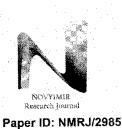
Bre-printing to an agreeming and controversial technology for creating and engineering an artificial organ. Scientists around the world have been contributing their life in making this technology viable for the survival of the himankind. Murry decisive trial and error methods made scientists even to extend the lungevity of the observe by creating the blood supply. This invention has given a magnetiment opportunity for bostcess. Thus, the core objective of this research paper is to explore the probable 5n billion industrial growth expected by 2030. This study not only disclose the business prespects for start-ups by constructing a mathematical growth model but also the sophisticated and easily available attributal organs to save many lives.

Keywords: bio-printing, models, organs.

## Introduction

Organ transplant is a lifesaving procedure in cases where the cure was considered terminal and next to impossible. However, identifying the columner in the waiting line for receiving an organ before the untoward events posed an anguish on the patients' mind. This demanding situation contributed to the invention of 3D bio-printing process. Recent study reveals that in the U.S., an average of seventy-nine people every day receive transplants. But the total number of domins available is much smaller than the total number of potients waiting

(413)



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Certificate of Publication

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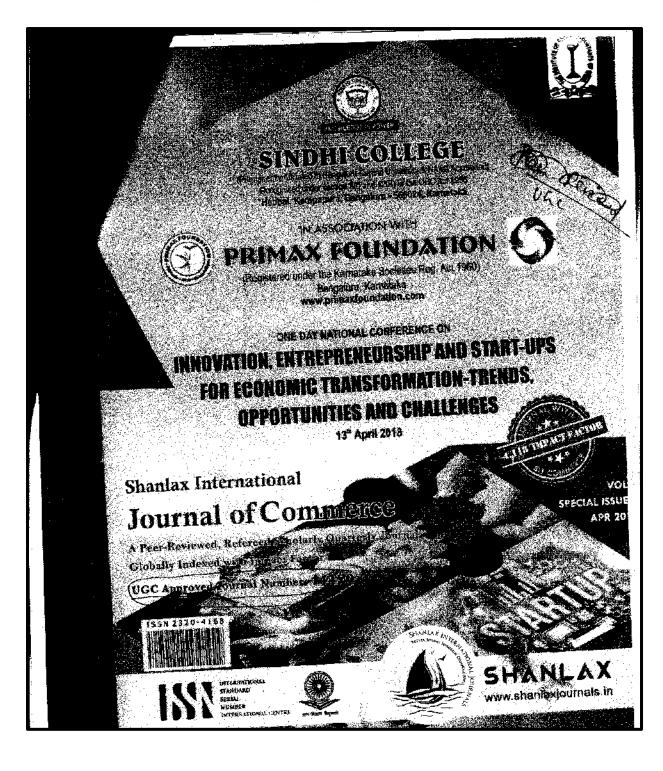


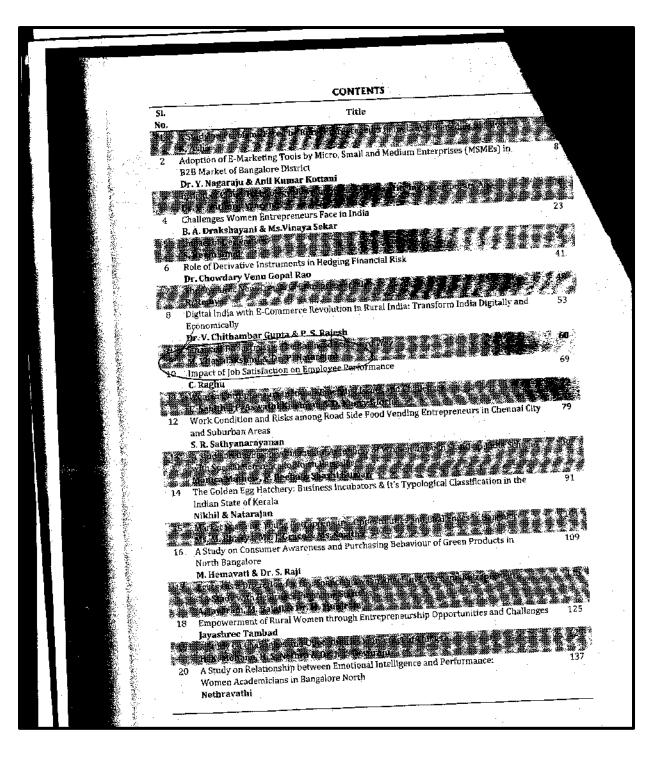












-S<del>tudies in Indian P</del>lace Names (UGC Care Journal) ISSN: 2394-3114 Vol-40-lissue-19-February-2020

# Consumers' Perception of Ethical Marketing Practices of Selected Online Stores (A Study with Special Reference to Puducherry)

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## Abstract

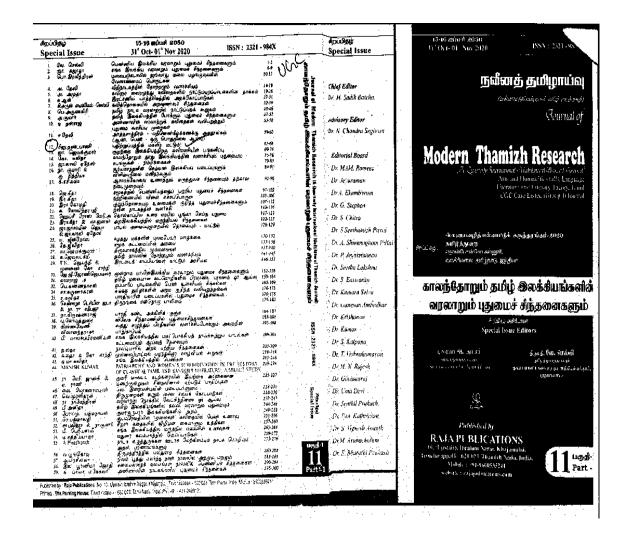
In recent times, Online stores have progressively been under scrutiny by everyone of the society. Most of them are making conscious efforts to include ethical practices within the marketing operations. Marketing ethics is one of the most important marketing solutions, but also one of the most misunderstood and controversial concepts in marketing. There is no universal approach to marketing ethics yet. However, marketing ethics is important to promote marketing solutions that are both acceptable to the company and beneficial to society. This research aims to identify the extent of the ethics followed by the online stores from the viewpoint of customers. For the purposes of this research, a questionnaire is designed and distributed on a sample of (40) customers whose responses were analysed by the search tool to validate the assumptions. This study aims to find out the extent to which the customers focus on 6 significant aspects – security, privacy, non-deception, fulfilment/reliability, trust and loyalty. It was found that demographic variable education has significant association with customers' perception on ethical marketing in online store.

Keywords: online stores, marketing, customers, trust, loyalty, privacy.

## Introduction

"Marketing is the activity, set of institutions, and processes for creating, delivering, communicating, and exchanging offerings that have value for customers, clients, partners, and society at large. Ethics refers to moral judgement for decisions and actions as right or wrong based on accepted code of behaviour." Similarly, marketing ethics layout the moral principles that define right and wrong behaviour in marketing. Most ethical issues are validated by rule and regulations according to the standards of society. But marketing ethics exceeds legal issues, which is why ethical marketing solutions encourages mutual understanding between customer and businesses.

Any business can succeed only when the customers repose confidence in it. This applies to online stores also. If an online store is non-deceptive in its marketing activity, proves to be reliable to the customers, ensures security, privacy, trust and loyalty, it can be considered ethical.



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In silico drug screening of a few derivatives of Nitroketene dithiolate, Decalin-β-keto ester enolate, and Furo pyrazole for H1N1 Swine flu virus.

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the street - The H1N1 influenza virus is a serious threat to human Beings. The present investigation is about the in stico drug screening of 75 (Nitrogen, sulphur and oxyges containing) derivatives of Nitroketene dithiolate, decalin-β-keto ester enolate and Furo pyrazole to control the viral growth by blocking the active sites of H1N1 protein neuraminidase. The molecular docking tools used were PyRx 0.8 PyMol 2.3.2, and Egglus 1.4. The presented study identified two derivatives of Decalin-β-keto ester enolate, as a potential better alternative to the commercial drugs Oseltamivir and Zanamivir which are used for the treatment of Swine flu. As the 2 predicted to have better binding and drug properties with simple structure and positive Blood Brain Barrier, it is of interest to consider these 2 compounds for further in vitro and in vivo evaluation to declare them as better drug candidates for H1N1infection.

\*\*Represents - H1N1, neurominidase, Nitroketene dithiolate, Decalin-#- keto ester enolate, Euro pyrozole derivatives, PyRs, PyMol, Ligotus, SWISS ADME, Blood Brain Barrier.

LENTRODUCTION

Swine influenza (swine flu or flu) is a respiratory disease that occurs in pigs that is caused by the Influenza A virus. The influenza virion is roughly spherical. It is an enveloped virus that is, the outer layer is a lipid membrane which is taken from the host cell in which the virus multiplies. During the mid-20th century, identification of influenza subtypes taken from the host cell in which the virus multiplies. During the mid-20th century, identification of influenza subtypes taken from the host cell in which the virus multiplies. During the mid-20th century, identification of influenza subtypes accurate diagnosis of transmission to humans. In August 2010, the World Health

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# NMR, UV and NBO Analysis of Aspirin using Spectral and Computational

Tools

Web of Science

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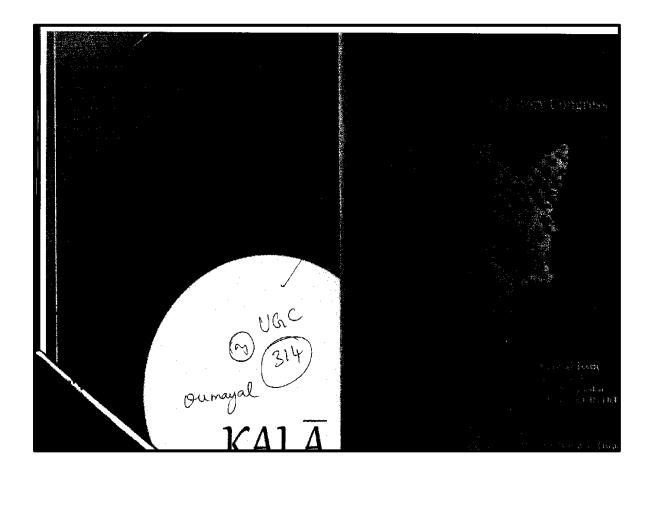
#### ABSTRACT

The Spectroscopic profile of Aspirin was examined using FT-IR, FT-Raman, UV, <sup>1</sup>H and <sup>18</sup>C NMR techniques. The energy and geometrical parameters were obtained from DFT/B3LYP method with 6-311++G (d, p) basis sets. The molecule's geometry was tuned to perfection, and vibrational spectra were calculated and assigned fundamental vibrations based on the total energy distribution (TED) of the vibrational modes, which was determined using the scaled quanton mechanics (SQM) method. The XRD data obtained from the estimated geometric parameters demonstrates that the structure of the molecule is relatively unaffected by the substitutional group. The delocalization of the electron and the accompanying attraction between the orbitals, as determined by the NBO analysis, demonstrates that the lone pair transition has a larger stabilisation energy than the remaining atoms. The electrical characteristics, such as HOMO and LUMO energies, calculated with TD-DFT match the experimental results well. In addition, MEP and global reactivity descriptor analysis are used to identify the molecule's high reactive nature and identify frontier molecular orbitals (FMO). The various receptors were also molecular docked.

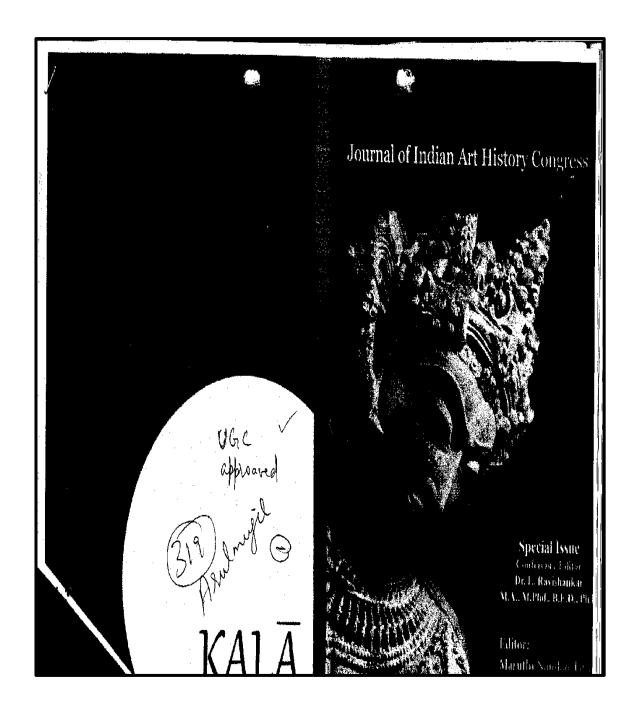
Keywords: Molecular Electrostatic Potential, FT-IR, FT-Raman, Molecular Docking.

## 1. Introduction

Aspirin is an orally administered non-steroidal anti- inflammatory medicine used to reduce pain, fever or inflammation. It is chemically known as acetylsalicytic acid (ASA) and it was first synthesized by Bayer in 1897 and it was named as Aspirin in 1899 [1]. It is one of the most important and ancient member of non-steroidal anti-inflammatory drugs [2]. It has limited solubility in water and more soluble in ethanol, ethyl ether, chloroform, sodium hydroxide solution and sodium carbonate solution [3]. The principle Pharmacological molecular target for aspirin is cyclooxygenase-2 (COX-2), the aspirin covalently modifies the COX-2 enzyme Ser530 through acetylation near its active site, which prevents proper binding of the native substrate and thus leads to its irreversible inhibition [4]. Aspirin most stable forms exhibit unit cell, with volume expansions of the order of 4-5% from 20 K to 300 K [5]. According to the World Health Organization, these medications can be used to alleviate moderate discomfort in cancer treatment.



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