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ERNEST HEMINGWAY'S *THE OLD MAN AND THE SEA*
- AN ARCHETYPAL APPROACH.

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The narrative or mythos of a work of literature conveys the sense of movement caught by the ear and shows conveys or presents the simultaneous picture or film caught by the eye. Northrop Frye observes "The mythos is the dance in movement, the dance is the mythos in stasis. The one reason why we tend to look at literary symbolism solely in terms of meaning is that we have ordinarily no word for the moving body of imagery in a work of literature" (*History of Criticism* 83). That is what is meant as the matter and meaning of a work. Matter is the material or organizing principle and meaning is the descriptive principle. The ethos (Characterization and setting) of any work of literature is symbolic and Frye lays its foundation on the grammar of imagination. In almost the universality of the grammar of imagination, in all times and descriptive phase, symbol serves as a mark and sign. In the formal phase, symbol stands as an image. In the mythic phase, symbol is an archetype and in magical phase, symbol is a model connecting one work of literature with the other, though they are far-fung from each other temporally and spatially.

The mythos of *The Old Man and the Sea* recounts the quest voyage, where the protagonist travels beyond his horizons. Here, the boy, and Santiago both represent a region of danger or love. Here it is the old. The symbolic start of his mythos could be understood. If the mythos is studied archetypally. The eternal Old Man, Santiago is made to have a vision of cosmic motion in the material, Cosmic Order, the dream form or vision, as a leading unit, symbol of the cycle of continuous rebirth. The Old Man and introduces himself to his "Cold" the end said "I am the greatest fisherman man-hunted. I am the only one of his age who knows everything and again declares I am the same, and cosmic order or magical who were wonderful talks of solatium. The great depths of the Gulf, the age of the soul (Zinnia 05). Here the price of the Old Man, Santiago is revealed and he is spiritually related into the realm of creation. The Symbolic myth of Jesus Christ into The Symbolic myth of the old man.

In the Hindu myth of Bakasht, his entrance makes the descent of Akasa Ganga. The sky-born river to the underworld to rebirth the fallen ancestors. Here we see the meeting of the fallen old generation and the younger generation. Enchirion's underworld descent gives relationship to the long awaiting Glaucus, the Old Man of the Sea. The young encounter of Menelaus with the Old Man of the Sea, who was metamorphosed into water after 120 years, who was metamorphosed into water after 120 years, who was metamorphosed into water after 120 years. The young encounter of Menelaus with the Old Man of the Sea, who was metamorphosed into water after 120 years, who was metamorphosed into water after 120 years. The young encounter of Menelaus with the Old Man of the Sea, who was metamorphosed into water after 120 years, who was metamorphosed into water after 120 years.

ARCHETYPAL APPROACH TO MARGARET ATWOOD'S *CAT'S EYE*

Dr. Radhiga Priyodharshini,
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Northrop Frye, the Canadian critic believes in the universality of the grammar of imagination. He defines symbol as an image which occurs often enough in literature to be graspable as a unit of one's literary experience. A symbol is thus a model used to compare or contrast literature written at different periods in different countries. He also states that mythos, the linear plot is the dance (simultaneously caught by the eye when the reader freezes the symbols and imagery) in movement and dance is the mythos in stasis. Margaret Atwood's *Cat's Eye* records the spiritual journey of Elaine, the painter who gives an alternative snap shot of her life as a schoolgirl and her maturer years. The innocent girl Elaine suffers the teasing and ragging of her senior school girl, Cordelia which makes a deep scar in her psyche. The collective unconscious comes to the surface literally on an occasion, where Elaine is forced to descend a deep ravine by Cordelia on a wintry evening. Our Lady of Perpetual Help descends as Virgin Mary to help Elaine fly effortlessly from the ravine.

Cat's Eye is a marble stone which Elaine keeps always in her hands or in her shirt pocket as a talisman to ward off the evil influence of Cordelia. Cordelia makes constant attempts on Elaine to reduce her inner core into fragments. Once Elaine is put in a hole in the earth. She says, "I have no image of myself in the hole. Only a black square filled with nothing" (126). 'Nothing' is called aravam in Tamil and uravam means shape. *Cat's Eye* is in the middle between aravam and uravam. In Hindu mythology the linga is supposed to be considered as neither form nor formless. The Tamil Periyai Puranam sings the praise of Shiva Linga.

Kaanasaada aruvinnukku unuvinnukku Kaaranamai Neenakam anindhavarikku nugal kunyal Shivalingam
Shiva linga is the symbol for the invisible formless and the visible form of Shiva who wears a long serpent as an ornament.

Elaine gets the vision of painting as she unconsciously worships this linga shaped marble. She says,

I dream that my black *Cat's Eye* is shining in the sky like the sun, or like the picture of planets in our book on the Solar System. But instead of being warm, it's cold. It starts to move nearer, but it doesn't get any bigger. It's falling down out of the sky, straight towards my head, brilliant and glassy. It hits me, passes right into me, but without hurting. except that it's cold. The cold wakes me up. (172)

In Shiva Mahapuranam it is said that the eyes of Shiva by a sheer glance sanctifies his private lingas at the inner most part of his abode in Mount Kalash, while Parvathi does an elaborate worship to her lingas still further deep in the abode, where pillars are embedded with precious stones disgorge by king cobras. At the outskirts of their abode are found thousands of lingas worshipped by various devotees of Shiva like Brahma, Vishnu, Indra, Kubera, Chandikeswara, the seven celestial Sages and Ravana. In Hindu mythology Shiva is supposed to emanate in the form of a light and then it solidifies as linga to be worshipped by his devotees in future. They are called jolith lingas.

This oblong *cat's eye* is the macrocosmic replica of the macrocosmic solar system where planets move around the sun in the form of an ellipse. Elaine talks about birth star and thinks of sending Stephen, her brother a birthday card with his star.

After he has gone back, to wherever he's going next, I think of getting him a star named after himself, for his birthday. I have seen an advertisement for these: you send your money, and you get a certificate with a star map, your own star marked on it. Possibly he would find this amusing. But I'm not sure that the word 'birthday' for him would still have meaning. (391)

Stephen chases a butterfly across the compound walls of the defence department of Canada and sits on a tree to watch a football game. Atwood gives this horizontal and vertical Adam to show his quest to explore the space and time. Even while he is emerging as a great scientist of international reputation he is killed by the hijackers. Though Elaine hates Smeaths for insulting her, she is thankful to them. They introduce her to church going and only through them Elaine comes to know about Virgin Mary, though they make scandalous remarks about the worship of Mary.

Though a great scientist, her father does not want to initiate her in spirituality. Her prayers to Virgin Mary direct her to attach herself to this talisman, *Cat's eye*.

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A STUDY OF INCESSANT REFLECTION IN WRIGHT'S *THE OUTSIDER*

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Abstract

Wright introduced a new voice of protest against human slavery, pretensions, hypocrisy, discrimination, perversion and disintegration of the contemporary life. His entire work represents a quest for freedom and meaning of life, not only for the 'blacks' and the oppressed but also for whole humanity. It is true that he and his literary output have been the subject of debate and denunciation, contradiction, and controversy, but the fact remains that he is a significant American novelist abiding human concerns and appeal. "The artist is a revolutionary figure", says Richard Wright. Fabre says that neither technical innovation nor originality of political and social thought accounts for Wright's importance. It is the mark of Wright's originality – in his understanding of the exceptional significance of 'blacks' in twentieth century history. African Americans, and later Wright would say all colonized people represent mankind arriving in the industrial world. A quest for liberation from racial strife in Mississippi broadened for Wright into a question for liberation of the Third World and then into struggle against all oppression. As writer and intellectual militant in the cause of what he saw as the representative experience of our times, says Fabre, citing Ralph Waldo Emerson, Wright became himself a representative man.

A novel is basically an art of imitation and it depends on the individual novelist how successfully he carries out his task of imitating the society of which he himself is a part. Like any other artist the novelist is a maker, as he is essentially making an imitation of life and creating a fictional world removed to some extent from the real world. He is making, it might be said, a working model of life as he sees and feels it; his conclusions about it being expressed in the characters he invents, the situations in which he places them and in the very words he selects accordingly for those purposes. The novelist recreates the world of reality in his work and that is what Henry James in his *The Art of Fiction* points out: "The novelist must write from his experience and characters must be real and such as might be met within actual life"[14]. Therefore the stress is given on the fact that the imitation must be as perfect and as real as possible and that is the vital task to be fulfilled by

deepest spiritual meanings for freedom, peace and human dignity. The African tradition in African American literature is a literary creation that embodies many different ways in which the African American writers explore what Africa is, what it means to him or her, and what it means to the world. This tradition appears in varied forms in poetry and prose and is reinforced from generation to generation. In the eighteenth and nineteenth centuries, Africa was viewed in African American literature and songs as a lost homeland, an image vividly remembered. In the twentieth century, however, Africa is regained. Thus when examined chronologically, the African tradition in African American literature seems to have begun as a fading memory of a lost native land, progressed to intense fascination, and culminated into a cultural reunion. While African American literature is well accepted in the United States, there are numerous views on its significance, traditions, and theories.

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Patriarchal Designs in Shashi Deshpande's 'The Dark Holds No Terrors'

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ABSTRACT:- Beginning from the first inception of the Universe, there is a fascinating myth associated with the creation of woman by the Supreme Creator, Lord Brahma. And indeed, beginning from Brahma himself, the idea of feminism in Indian literature, both oral and written, had begun to be established, though perhaps not as blatant as is today. It is said that Brahma had first created man and in his generosity, had desired to give man a companion. But by then he had depleted all the material in the creation of man and hence he had borrowed umpteen components from the handsome creation of nature and had thus made woman out of them. Lord Brahma had introduced woman to his earlier creation man stating, "She will serve you lifelong and if you cannot live with her, neither can you live without her". The primeval myth carries an unambiguous implication of woman's image in life and literature for centuries. Hence, feminism in Indian literature as well as the broader perspective of feminism in India, is not a singular theoretical point of reference; it has metamorphosed with time maintaining proportion with historical and cultural realities, levels of consciousness, perceptions and actions of individual women and women en masse.

Patriarchal Designs in Shashi Deshpande's 'The Dark Holds No Terrors'

Women were not recognized as individuals or autonomous beings. Women had to face many obstacles in the academic circuit, which symbolizes the effects of an educational culture that radically restricts the scope of women's intellectual exposure. Woolf identifies the certain information of being denied access to buildings or

CROSS CULTURAL DYNAMICS IN JHUMPA LAHIRI'S *THE NAMESAKE*

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Culture suggests the arts, customs and institutions of a society, state or a nation. It helps to distinguish certain people of a society, state or a nation from other group of people of a society, state or nation. Certain elements constitute markers of identity of a particular culture like food, clothes, language, religion, music, dance, myths, legends, customs, individual community, rites and others. These are retained, discarded or adopted differently at different times and places. The *Namesake* by Jhumpa Lahiri provides different models of life among people representing distinct cultures and worldviews. The novel reflects the dilemmas that Indians face when confronted with a foreign culture. Lahiri emphasizes not only the immigrants who leave home to make a new home in the United States but also the endless process of coming and going that create familial, cultural, linguistic and economic ties across national boundaries. Cultural change is a major problem confronted by the diasporic community. Jhumpa Lahiri highlights the experiences of Indian immigrants on a new, foreign land. The characters carry the issues of cultural shock, displacement, rootlessness, sense of unsettling and inbetweenness, conflict in the notion of 'home', nostalgia and identity crisis. This paper focuses on the cultural dynamics encountered by Ashima Ganguli.

Ashima has been consuming this concoction throughout her pregnancy, a humble approximation of the snack sold for pennies on Calcutta sidewalks and on railway platforms throughout India, spilling from newspaper cones. Even now that there is barely space inside her, it is the one thing she craves. Tasting from a cupped palm, she frowns; as usual, there's something missing. (1)

Throughout the story India sneaked in the memory of Ashima Ganguli, particularly Calcutta was highlighted in the short visits of the Ganguli family to Calcutta. This is an example of her attempts to recreate India in her new host country. Ashima who longs for the family's companionship tries to recreate the Indian home atmosphere through cooking Indian food. Her American existence reflects nostalgia, lack and isolation.

Ashima was alone in the hospital during her first delivery while Ashoke was busy with his research work. She was isolated in the hospital bed thinking about her home in Calcutta.

Ashima thinks it's strange that her child will be born in a place most people enter either to suffer or to die. There is nothing to comfort her in the off-white tiles of the floor, the off-white panels of the ceiling, the white

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An Ecocritical Reading of D. H. Lawrence's *Women in Love*

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ABSTRACT:- Literature is basically defined as that medium which serves to mirror life in all its facets and of recent times it concerns itself with the portrayal of the relationship between the human world and its physical environment, along with the constantly changing face of human connectivity with the natural world. Ecocriticism takes an earth-centered approach to literary studies. A man's inner being and the outer world have mutual correspondence and interdependence paving way to lead a wholesome life. The culture of living in tune with nature for a blissful life has been portrayed by many writers. In olden days man had been a part of nature but in the modern period he turns to be the exploiter of nature. Man must realize the intrinsic value of nature as well as the inseparable relation between mankind and the natural world. This paper attempts to explore D.H.Lawrence's *Women in Love* to bring out how his characters establish harmony and delicate balance with Nature. An ecocritical study of this novel brings out how his characters' emotional bonding with Nature is capable of tempering the mind and filling it with simple love, both for human and nonhuman beings. Lawrence neither idealises nor intellectualises Nature but presents it in a simple, direct and catchy way depicting their close association with the flourishing nature. Birkin and Ursula assimilate the pulse of nature which saturates their life with the highest gratification and riches. Their life correlated with the organic earth provides them surplus happiness and contentment.

Keywords: Ecocriticism, Nature, D.H.Lawrence, *Women in Love*

The Impact of 'SMS' Language on Standard English

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Abstract: *The constant growth of science and technology attracts the entire world. Presently people brief out things especially in the style of using a language to save their time. It leads to the use of 'SMS' language in communication. It becomes fashionable to use such language. Unconsciously, the youngsters inculcate the same culture in formal communication also. The unlimited use of mobile phones as well as e-mails preoccupies the minds of the entire society to use the SMS language in many contexts. This paper aims to do research in this area and to study the impact of SMS language on Standard English. The main objective of this paper is to present more details about such usage and also to recommend a solution to solve this problem.*

I. Introduction

One can communicate his or her ideas, emotions and beliefs to others as they share a common code that makes up the language. Through language, human beings can send an infinite number of messages to their fellow beings. It is through language that they store knowledge, transfer it to the next generation and yoke the present, past and the future. Though language is creative and productive in the sense, the user of a language should not degrade the standard of English at any cost. So, the productivity should be standard, the best and quality oriented. All human civilization and knowledge are possible only through language. So, one should not degrade, spoil, pollute the nature or the originality of English language rather one should aim to work for the perfection of the language. So, let us preserve the standard English.

The innovations especially Mobile phone technologies have influenced how families and friends communicate. Though we are happy to welcome communication technologies to lead a comfortable life, on the other side knowingly or unknowingly we lose the values, quality and morality. Text messages have become a medium of communication for mobile users. SMS (Short Message Service) minimizes space, time and cost constraints which attract the attention of wide users. SMS language evolves as a trend and occupies the minds of the individuals. People find typing on a phone is normally slower than with a key board. As a result, punctuation, grammar, spelling and capitalization etc are largely ignored especially by the present day users.

Teaching the Speaking Skill to the Tribal Children of Erode District

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Abstract: *English language plays a vital role for the social and the economic development of mankind. But, the tribal children are not much exposed to English. In order to improve the speaking skill, different learning activities like Fruit Game, Hypothetical Questions, Story Board Creation and role play were given to 6-13 age groups. The investigator visited various places like Neethalapuram, Geddalur, Dhottaganur, Keermalam, Palappadugai, Basavanapuram, Thingalur, Talamalai, Theiginarai and Thattakarai to collect the required data which will be useful for understanding the various factors that inhibit their learning. 12 students were taken as samples from each village. The overall assessment of the activities also indicates that the students coming from developing villages and also from the villages near by the town like Neethalapuram, Basavanapuram, Keermalam and Thattakarai showed much response and their learning is effective. This is because of the exposure they get from the senior students and from the educated people living nearby. But the students from remote and interior villages like Talamalai, Theiginarai and Palappadugai showed less response and inhibition to learn things.*

Key Words: *Speaking Skill, Activities, Tribes, Erode District, Learning Outcome*

I. Introduction

Communication has been defined as the act of giving, receiving or exchanging information, ideas and opinions so that the message is completely understood by both parties. Among the four skills (LSRW) speaking skill is considered by the Public as more needed skill. Speaking is an active and productive skill, it is called an encoding skill. The joy of sharing one's ideas with others is immense. When we speak to others we come to have a better understanding of our own selves.

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Voices From The Land of The Dispossessed: a Glimpse on Herta Muller's Novels

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ABSTRACT:- Individual Identity is a highly sorted out factor when there are atrocities perpetrated in the name of nation and race. This identity – seeking tendency prevails in each and every human leading them to explore themselves. A study of Herta Muller's fictional works brings us closer to the divided post-war world during the cold war. It places us amidst a complex, and splintered literary history, unexplored in Western Europe and the U. S., several from our awareness lost and censored behind the Iron Curtain.

Keywords:- *atrocities, post-war world, cold war, splintered, Iron Curtain*

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Translator – A Mediator in Translation: The Translated Work of Herta Müller

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I. Introduction

Herta Müller, born on August 17, 1953 in Nitzkydorf, a Danube Swabian village in the Banat region present Romania in a German-speaking minority group of people. Her father had been employed in Waffen SS and her mother was also a victim of the World War II. All her novels reflect the sufferings, pains and trauma by the people directly or indirectly due to the War. The mental agony presented through her writings, speaks of the intensified sufferings faced by the common people which were not given much importance by the historians. When the historians traces the facts and the happenings, the literary writers brings to the fore the pains, or the hardships or the emotional side of the people of that particular period. Only by these writers, one understands the society of any particular place during any specific period.



Existence of Solutions for Fractional Differential Equation with Nonlocal Boundary Condition

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Abstract

By using standard Riemann-Liouville differentiation and Leray-Schauder theory, existence of non negative solutions for fractional differential equation with global boundary condition $D_{0+}^b v(d_{01}) + s(d_{01}) g(d_{01}, v(d_{01})) = 0$, $0 < d_{01} < 0.99$, $v(0) = 0$, $v(0.99) = \sum_{h=1}^{\infty} b_h v(\eta_h)$ is considered, here $b \in (1, 2]$ is a real number, the standard Riemann-Liouville differentiation is D_{0+}^b , and $\eta_h \in (0, 0.99)$, $b_h \in [0, \infty)$ with $\sum_{h=1}^{\infty} b_h \eta_h^{b-1} < 1$, $s(d_{01}) \in C([0, 1], [0, \infty))$, $g(t, v) \in C([0, 1] \times [0, \infty), [0, \infty))$.

Keywords: Fixed point theorem, Leray-Schauder theory, standard Riemann-Liouville differentiation, fractional calculus theory, Fractional differential equations and Nonlocal boundary condition.

Introduction

The ardent improvement of an exposition of the abstract principles of a science of art Fractional Calculus has been induced by Fractional Differential Equations. The application of

here $b \in (1, 2]$ is a non imaginary number, the standard Riemann-Liouville differentiation is D_{0+}^b and $g : [0, 1] \times [0, \infty) \rightarrow [0, \infty)$ is continuous.



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Certain types of intuitionistic fuzzy directed hypergraphs

K. K. Mythili, R. Parvathi & M. Akram

[International Journal of Machine Learning and Cybernetics](#) 7, 287–295 (2016) | [Cite this article](#)

288 Accesses | 16 Citations | [Metrics](#)

Abstract

We introduce certain types of intuitionistic fuzzy directed hypergraphs (IFDHGs) including core, simple, elementary, sectionally elementary IFDHGs and $((\mu, \nu))$ -tempered IFDHGs, and present some of their properties. We introduce the concept of transversals of

Published: 10 January 2017

Influence of trivalent (Bi, Sb) metal ions on the photosensitivity of doped Cu₂Se thin films

A. P. Sudha, P. Prema, J. Henry, K. Mohanraj  & G. Sivakumar

Journal of Materials Science: Materials in Electronics **28**, 6379–6387 (2017) | [Cite this article](#)

261 Accesses | 2 Citations | [Metrics](#)

Abstract

In this work pure and trivalent (Bi and Sb) ions doped copper selenide (Cu₂Se) thin films were prepared by chemical bath deposition. The effect of structural, morphological and optical properties of trivalent doped Cu₂Se thin films were analyzed by X-ray diffraction (XRD) patterns, scanning electron microscope (SEM), diffuse reflectance spectroscopy technique. XRD analysis shows the formation of cubic structure of Cu₂Se thin film and the trivalent

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Communication

Synthesis and Characterization of Monovalent, Divalent and Trivalent Cation Doping of Cu₂Se Thin Films Using Chemical Bath Deposition Method^a

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Abstract: In this work, pure and Bi³⁺, Cd²⁺, Na⁺ - doped Cu₂Se thin films were prepared by chemical bath deposition (CBD) method. The effect of doping on optostructural properties was analyzed. XRD patterns show the cubic phase for pure and Bi³⁺, Cd²⁺, Na⁺ - doped Cu₂Se thin films. The doped films show higher absorption than Cu₂Se in the visible region. The band gap energies of the films were found to be 1.75 eV, 1.70 eV, 3.66 eV, 2.55 eV for pure and Bi³⁺, Cd²⁺, Na⁺ - doped Cu₂Se thin films, respectively.

Keywords: Cu₂Se thin films, Cation doping, chemical bath deposition (CBD), XRD.

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Sudha .A.P

Chemically deposited Cd²⁺ doped Cu₂Se thin films

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Research Article

Pharmacognostical Studies on *Sarcostemma brevistigma*, Wight. & Arn. – An Ethnomedicinal Plant

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ABSTRACT

The genus *Sarcostemma* finds a prominent place in different Indian systems of medicine. The different ethnic communities in India have used different species of *Sarcostemma* in the treatment of various human ailments. The plant *Sarcostemma brevistigma* is a perennial leafless, twining trailing shrub, with green cylindrical, fleshy, glabrous, green pendulous stems, exhibiting longitudinal ridges and nodes and exuding milky white latex. Plant shows circular vascular bundles in stem, absence of pith in root and anomocytic type of stomata on stem bark. The powder is fibrous, light greenish brown in colour and bitter in taste. It shows the presence of rosettes of calcium oxalate crystals, fragments of pitted, spiral vessels and laticifers. Laticiferous canals are wide, thick walled and non septate. The macroscopic, microscopic, histological identification and microscopic constants of *Sarcostemma brevistigma* can be used as a rapid, inexpensive and botanical identification technique which would be of immense value in standardization and authentication of this plant.

Keywords: *Sarcostemma brevistigma*, pharmacognostic evaluation, macroscopic and microscopic.

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ANTI-DIABETIC ACTIVITY OF ETHANOLIC EXTRACT OF ELAEOCARPUS SERRATUS L. IN STREPTOZOTOCIN-INDUCED DIABETIC RATS

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Segmentation of Breast Ultrasound image using Regularized K-Means (ReKM) clustering

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Abstract:

Breast cancer is a highly heterogeneous disease and very common among women worldwide. Inter-observer and intra-observer errors occur frequently in analyzing the lesion portion of medical images, giving high variability in results interpretations. Computer Aided Diagnosis system (CAD) plays a vital role to overcome this variability. Segmentation is the second critical stage in CAD system to extract the desired portion exactly for distinguishing benign tumor from malignant one. In this work, the traditional K-Means algorithm is incorporated with Ant Colony Optimization and Regularization parameter to segment the lesion portion with maximum boundary preservation. The PRI, Vol, GCE and BDE cluster validation measures are used to compare the segmented result with ground truth image delineated by the radiologist. The proposed work outperforms the traditional K-Means clustering method with 96% similarity (PRI) between segmented tumor image with referred tumor image.

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Breast cancer is a highly heterogeneous disease and found very common among women worldwide.



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Network Aggregation and Long Term Proportional Fairness with Modified Quantum-Behaved Particle Swarm Optimization (LTPFMQ) Based Scheduler in Vehicular AD-HOC Networks

P. Nivethitha and Dr.J. Suguna

Abstract--- The rapid evolution of wireless communication capabilities and vehicular technology would allow traffic data to be disseminated by travelling vehicles in the near future. Vehicular Ad hoc Networks (VANETs) are self-organizing networks that can significantly improve traffic safety and travel comfort, so the data dissemination in VANET environment is a challenging task. Due to its high bandwidth saving potential, aggregation plays a major role for VANETs. Network aggregation is proposed in this paper for VANETs which is any kind of multi-hop message dissemination where a number of vehicles collaborate to gain knowledge about real-world phenomena. In addition it

Optimization (MQPSO), Scalar Algebraic Triangular Network Coding (SATNC), Network Aggregation, Vehicular Ad-hoc Networks (VANETs).

I. INTRODUCTION

Intelligent transportation systems (ITS) [1] can provide efficient solutions for road traffic problems by combining technology and improvements in communication, information systems and advanced mathematical models with the existing world of surface transportation infrastructure [2]. Vehicular Ad hoc Networks (VANETs) represent a major component of ITS, because of their



Diagnosis of Thyroid Disease Using Data Mining Techniques: A Study

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Abstract: Data mining based classification is one of the important role in the field of healthcare. The medical data having a huge amount of data set these data set classifications are highly challenging task. Diagnosis of health conditions is very essential and difficult task in field of medical science. There are various types of diseases are diagnosis in medical science. Thyroid is one of the unpredictable diseases in medical field. Thyroid hormones control the body's metabolic rate. Moreover, data mining techniques has been applied in various sector and the classification results of the medical data set which helps the way of treatments to the patients. There are various authors have worked in the field of thyroid diseases classification and give the classification accuracy with robust model. Most famously used techniques are Decision tree which is used to reduce noisy data, Naïve Bayse is help to get high speed and accuracy rate when applies large data base, Back propagation gives high accuracy neural network when

knowledge, which can help control costs, increase profits, and maintain high quality of patient care. Thyroid is one of the most severe health challenges in both developing and developed. One of the most important applications of data mining technique is classification. Classification is one of the most important decision making techniques in many real world problem. In this study, there are various authors have worked in the field of classification of thyroid data using data mining based classification techniques and they given satisfactory results for classification of thyroid data.

II.OVERVIEW OF THYROID

The thyroid is an organ present in the human body and is considered to be a part of the endocrine or the hormone, system. It is located in the human neck below the Adam's apple. The main purpose of thyroid is to

USAGE OF E-RESOURCES FOR LEARNING BY COLLEGE STUDENTS

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INTRODUCTION

E-Learning is nothing but the use of technology or computer based educational tool that enables the learner/students to learn anywhere and at any time. E-Learning is all forms of electronic supported learning and teaching, which are procedural in character and aim to effect the development of knowledge with reference to individual experience, practice and knowledge of the learner. But this covers a wide range of systems, from students using e-mail and accessing course work online while following a course on campus to programmes offered entirely online. There are many or plenty of e-resources are available for learning and knowledge gaining for the students. Further the features like flexibility, accessibility, cost and time saving attracts the student community towards e-resources. Hence, in this article an attempt is made to study the usage of e-resources for learning by college students.

STATEMENT OF THE PROBLEM

The technological advancement have opened up an entirely different world on how information is perceived. Now a days people prefer e-resources to traditional ones, because it saves their time and money. However, with various e-resources flooded in, the people are aware of the problems of e-resources. The e-resources require special devices or personal computers to get information and they dependent on these equipment's, certain hardware or software failure may affect it. The hardware, internet connection or battery power is required for an e-resource reader or otherwise electronic document is useless. In addition, e-resources depending on hardware and software and are more easily damaged than a printed book.

E-resource reading devices are surly more expensive than printed book. There is a growing concern that the e-resource at present may not be accessible or compatible to the future e-resources software or devices. More over reading from a computer lacks the familiarity and comfort of reading from a book. A paper book can be opened and flipped, while an electronic text is more difficult to navigate. Further, the college students use e-resources in addition to books for preparing assignments, interviews, to know the latest developments and for pleasure and they may get different experience. At this juncture an attempt is made to study the usage of e-

E-LEARNING

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Abstract

E-learning is and approach to instruction and learning that utilize information and communication technologies to communicate and collaborate in an educational media. The level and impact of e-learning varies in our life from stage to stage. Due to rapid growth in IT now knowledge transfer and updating knowledge has become extremely fast. E-learning platform is digital media based technology and the digital resources are available in internet network. E-learning is a wide set of applications and processes which use all available electronic media to deliver vocational education and training. The term covers computer-based learning, web-based learning, and the use of mobile technologies, it includes virtual classrooms and digital collaboration and uses. The expectations of users are growing up with new technologies and increasingly using them for productivity. E-learning is efficient because it shortens the time required to update workers on new products and methods. The supporters of e-learning suggest that it provides real-time learning of critical or just-in-time knowledge. E-learning may be delivered via numerous electronic media, including the Internet, intranets, extranets, satellite broadcast, audio/videotape, interactive television, mobile network and CD-ROM. This paper focuses on the current situation of e-learning in India and its future.

INTRODUCTION

E-Learning is defined as a acquisition of knowledge and skills using electronic technologies such as computer, internet based courseware and local and wide area network. E-learning is a way of providing training and development to the employees through various electronic media such as internet, audio, video. In a society, the student generation have to realized the importance of technology and have to be well aware how to teach the future leaders. Therefore, need arises for such a system, which will help to reach to the maximum number of learners an e-learning is the solution for it. E-Learning is the experience that is delivered or enabled by electronic technology. The delivery of learning or content can be over the intranet, extranet or over the Internet.

E-LEARNING APPROACHES

Two general approaches to e-learning:

E-LEARNING AND ITS IMPACT ON TEACHING AND LEARNING

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ABSTRACT

E-learning is a modern way of learning, which includes electronic media in the field of education. E-learning makes use of information and communication technology. Correspondence learning or distance learning are the situations where e-learning comes to use. E-learning involves various types of digital media that provide audio, video, text and images. E-Learning has become an important part of the society, comprising of digitalization approaches, components and delivery methods. The use of e-learning is seen at all levels of educational system. E-learning in more suitable environment – easy accessibility, provides a kind of platform which assists students with a comfortable base where they can engage themselves in more interesting way. Here learning takes place through discussions, activities over internet, which is so engaging that the students spend more time in preparing questions and respond to queries. In a more engaging and interactive education system students are found to be taking more interest. This paper focus on e-Learning and its impact.

Keywords: E-Learning, digitalization, accessibility, interactive, education system

INTRODUCTION

E-learning is the use of the Internet and related technologies for the development, distribution and enhancement of learning resources. The term e-Learning is used inconsistently, e-Learning is content and instructional methods delivered on a computer (whether on CDROM, the Internet, or an intranet), and designed to build knowledge and skills related to individual or organizational goals.

E-Learning is also called distance learning, Computer-Based Training (CBT), Internet-Based Training (IBT) and also Web-Based Training (WBT).It can include text, video, audio, animation and virtual environments.

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Consumer Satisfaction towards Organic Food Products - A Study with Special Reference to Erode City

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Introduction

Organic foods are minimally processed to maintain the integrity of the food without artificial ingredients, preservatives or irradiation. Organic products are obtained by processes friendly to the environment, by cultivation techniques that consider both the attributes of the final product and the production methods. Processed foods which are high in saturated fats, sugar and sodium, and low in essential nutrients are not only responsible for over weight problems but have been also shown to be major contributors to a number of health problems including diabetes, high blood pressure and heart disease. To make things worse, there are also various artificial preservatives, flavor enhances and a number of other chemicals with dubious effects on health. On the other hand, unprocessed foods are not as healthy as they seem to be either because most of them are conventionally grown which means with the use of pesticides, chemical fertilizers, antibiotics, growth hormones and who knows what else.

**BRAND LOYALTY AND ITS IMPACT OF SUNFLOWER OIL IN ERODE
DISTRICT OF TAMILNADU****Dr.A.Amudha**

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ABSTRACT

Brand loyalty is a consumer's preference to buy a particular brand in a product category. It occurs because users perceive that the brand offers the right product features, image, or level of quality at the right price. This perception becomes the foundation for a new buying habit. Sunflower oil is the non-volatile compressed from the seeds of sunflower. In recent years there has been an increase in demand for sunflower crops. Sunflower oil is high in the essential vitamin E and low in saturated fat. The health benefits of sunflower oil include its ability to improve heart

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Empowerment of Women Entrepreneur through Self Help Groups Marketing Practices and Strategies with special reference to Erode City

Authors Dr.S. Poongodi

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A Study on Consumer Buying Behaviour of Durable Goods in Erode District with Special Reference to Refrigerators

KEYWORDS

Consumer, Buying Behaviour, Durable Products, Refrigerator, Influencing factor

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ABSTRACT *The consumer durables industry in India is showing sustained growth over the long term, fuelled by favourable consumer demographics, overall growth in services and industrial sectors, infrastructure development etc. In this research, the researcher has focused on examine the consumer buying behavior of consumer durable in Erode district of Tamilnadu. For this purpose of the study, the researcher has collected 150 consumers by using stratified random sampling technique. To attain the research objectives, simple percentage analysis, mean score analysis and Correlation analysis has been used. The research found that majority of the consumers are purchased through credit from multi-branded stores and influenced by price of the refrigerator and purchased double door refrigerator at the maximum*

1. INTRODUCTION

Consumer behavior is defined as activities people under take when over taking, consuming and disposing of product and services. The study of consumer behavior does not only include reason for buying but also the consumption process of the consumer at large. In the entire process of buying consumer get driven by influences such as feeling, motivation, income, lifestyle, opinion, culture, personality etc. The Indian consumer market has higher disposable income, the development of modern urban life style and increase in consumer awareness have affected by buyer behavior in cities, town, even rural areas. According to 2007 report by McKinsey & company, India is set to grow into

consumer goods of different companies and is available at an affordable price. The rural and urban market of consumer durables has been growing at a rate of around 15% on an average.

The growing purchasing power and rising influence of the social media have enabled Indian consumers to splurge on good things. The Indian consumer sector has grown at an annual rate of 5.7 per cent between FY2005 to FY 2015. Annual growth in the Indian consumption market is estimated to be 6.7 per cent during FY2015-20 and 7.1 per cent during FY2021-25. The consumer durables sector revenue has reached US\$ 9.7 billion in FY15 and is ex-

Issues & Challenges In Acquiring Core Competence In Human Resources- A Study On HRM With Special Reference To Commercial Banks In Erode District.

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ABSTRACT

In the globalization context, the working environment is highly competitive , complex and attractive. Consequently , dealing the qualified and competent employees has become a real challenge of the day for human resources managers. The rule of thumb has become absolute and redundant. The needed perspective is to have right people for the right jobs. This mantra offers every organization an edge with management experts the term " competitive advantage or core competence " to survive and to thrive in the competitive business environment. Banks are basically human organizations. They employ large number of people in the society so as to fulfill their own organizational and national objectives. The most important source of a service organization is its employees. So the principal task before banking management is the utilization of human resources to the optimum for better results in banking. This paper is an attempt to study the human resource management in general and the human resource issues specific to the banking industry. The present research is an exploratory research designed to investigate the human resource management practices in the commercial banks in the Erode district, Tamilnadu, India. Data were gathered on structured questionnaire from 250 employees working in public