

மா. தமிழ்ப்பரிதி

Maa. Thamizhpparithi

Assistant Professor,
Department of Journalism and Mass Communication
Periyar University, Salem-636011, Tamil Nadu, India.
+9750933101
tparithi@gmail.com

Academic Summary

Education

- Masters in Journalism and Mass Communication (M.A), Madurai Kamaraj University (Regular), 2000
- Bachelor of Agricultural Science, Pandit Jawaharlal Nehru College of Agriculture, Karaikal 1996.

Work Experience

Employer	Post	Period	
Periyar University, Salem-63601	Assistant Professor	03.11.2008	Present
Tamil Nadu State AIDS Control Society Implemented by Department of Health and Family Welfare, Govt. of Tamil Nadu	Deputy Director (Information Education and Communication)	23.06.2008	31.10.08
World Bank assisted Pudhu Vaazvu Project Implemented by Department of Rural Development, Govt. of Tamil Nadu, Chennai-18	State Communication Specialist (Joint Director Cadre)	30.08.2004	30.09.2007
Kancheepuram District Water and Sanitation Mission Implemented by Department of Rural Development, Govt. of Tamil Nadu	District Coordinator (Media and Documentation)	18.09.2002	28.08. 2004

Area of Specialization

Computer Moderated Communication, Tamil Computing, Tamil Journalism, Traditional Media Communication

Papers / Books/ Conference Proceedings Published

1	Journal Publications (International/ National)	05
2	Book Chapters	01
3	Presentations in International/ National conferences	16
4	Popular Journal publications	10
5	Author of books (in Tamil)	03
6	Books co authored (in Tamil)	04
7	International/ National conference proceedings	17

Prizes and awards

1. Won a Continuous Contributor Prize in **Tamil Media Contest**; conducted by **Wikipedia** in 2012, March.
2. Won **Special Entry Award** for photography, conducted by **Chennai Rotary Club** in 2004

Journal Publications

1. **Maa. Thamizhparithi**, *Reach & Success of the Community Radio Programmes among Antenatal Mothers (ANM) in Chennai*, The Journal of Media Studies, Vol.1, Issue.1, January 2010, Pg. 112-116.
2. **Maa.Thamizhparithi**, Dr.T.Sundara Raj and M. Kala *Online Blood Banks-Its Gaps and Effectiveness with special reference to www.indiabloodbank.com*, THAVAN International Journal of Research in Media Science (THAVAN IJRMS), Vol.1, Issue.1, October-December 2011, Pg. 20-25
3. Dr. I. Arul Aram, Jayaprakash D and **Maa.Thamizhparithi**, *The Role of Science Fiction Films in Creating Awareness about Science & Technology*, THAVAN International Journal of Research in Media Science (THAVAN IJRMS), Vol.1, Issue.1, October-December 2011, Pg. 59-64.
4. **Maa.Thamizhparithi**, Dr.T.Sundara Raj, *Transitions in Health Care Systems: A Case Study of Tribal People In Kerala*, International Journal of applied Management Research, Vol.3, December 2011, Pg. 40-44
5. **Maa.Thamizhparithi**, *Indigenous Health Knowledge: A Functional Analysis of Tamil Health Proverbs*, International Journal of applied Management Research, Vol.1, December 2012, Pg. 143-148

Book chapters

1. **Maa.Thamizhparithi** and R.Subramani, *Role of Farm and Home Radio Programme in the development of Agriculture*, Mass Communication –Radio and Television, Thol Elamurugu Publication, Puducherry July 2007, Pg 634-640

Presentations in International Conferences

1. **மா. தமிழ்ப்பரிதி**, தமிழ் இணையப்பயன்பாட்டில் கல்லூரி மாணவர்கள் எதிர்கொள்ளும் சிக்கல்கள் ஓர் ஆய்வு என்னும் ஆய்வுத்தாள் 11 ஆம் உலகத்தமிழ் இணைய மாநாட்டில் படிக்கப்பெற்றது. நிகழ்ச்சி ஒருங்கிணைப்பு: உலகத்தமிழ் தகவல் தொழில்நுட்ப மன்றமும் அண்ணாமலைப் பல்கலைக்கழகமும், பெரியார் பல்கலைக்கழகம், சேலம், திசம்பர் 28-30, 2012.
2. **Maa.Thamizhparithi**, *Evaluation study of the Village Disaster Risk Reduction Communication Strategies of Nagapattinam District, Tamil Nadu, India*, Presented paper 12th Indian Science Communication Congress 2012 organized by National Council for Science & Technology Communication (NCSTC, DST), New Delhi Vidya Deep Foundation (VDF), Maharashtra at Indian National Science Academy(INSA), New Delhi, December, 2012
3. **Maa.Thamizhparithi**, *Indigenous Health Knowledge: A Functional Analysis of Tamil Health Proverbs*, Presented Paper in Third international seminar on Health Economics and Management organized by PG & Research Department of Economics , Thanjavur, December 2012
4. **Maa.Thamizhparithi**, *Transitions in health care systems: A Case Study of Tribal People In Kerala*, Presented Paper in Second international seminar on Health Economics and Management organized by PG & Research Department of Economics , Thanjavur, December 2011
5. **Maa.Thamizhparithi**, *Online Blood Banks-Its Gaps and Effectiveness with special reference to www.indiabloodbank.com*, Presented Paper in UGC-Internal National Conference on Digitalizing Administration challenges and issues organized by Department of Public Administration, Presidency college, Chennai-5, March 2008
6. **Maa.Thamizhparithi** and R.Subramani, *Role of Farm and Home Radio Programme in the Development of Agriculture*, Presented Paper in second international seminar on Mass Communication organized by Puducherry Communication Forum & Puducherry Institute of Linguistics & Culture, Puducherry, July 2007

Presentations in National Conferences

1. **Maa.Thamizhpparithi** and M. Kala *Gaps and Effectiveness of social auditing with reference to Tamil Nadu government's Vaazhndhu Kaattuvom Project*, Presented Paper in National Seminar on Transparency and Accountability in Public Administration(SOPPA),organized by Tamil Nadu Open University, Chennai, November, 2010
2. **Maa.Thamizhpparithi**, D. Nithyanandan and M.Kala, *Ethical Violations in Print Media Advertisements*, Presented Paper in national conference on Ethical Issues and Indian Media, organized by Periyar University, Salem, November, 2010
3. **Maa.Thamizhpparithi**, *Reach & Success of the Community Radio Programmes among Antenatal Mothers in Chennai* , presented Paper in national conference on Emerging trends in Media: The rise of Digital culture and its impact on information society organized by Central University, Pondicherry, January, 2010
4. **Maa.Thamizhpparithi**, *Human Rights awareness of HIV/AIDS Infected and Affected people*, Presented Paper in ICSSR Sponsored national conference on New Human Rights Dimensions Obstacles and challenges in the era of Globalization organized by Periyar University, Salem, October, 2009.
5. **Maa.Thamizhpparithi**, *Role of Interpersonal Communication in the determination of the Food and Nutritional Behavior of HIV/ AIDS Infected People* , Presented Paper in ICSSR and TANSCHÉ Sponsored national conference on Food & Nutritional Challenges and Prospects in Human Health organized by Periyar University, Salem, February, 2010.
6. **Maa.Thamizhpparithi**, *Emergence of New Media Tools and its possible Outcomes in HIV/ AIDS Control Initiatives* , Presented Paper in National Conference on Media, Education and Development organized by Manonmaniam Sundaranar University, Tirunelveli, February, 2010.
7. **Maa.Thamizhpparithi**, *Reach and Success of Salem Positive people Network societies Group communication Perspectives*, Presented Paper in National conference on Grassroots communication for Development organized by Manonmaniam Sundaranar University, Tirunelveli, February, 2010.
8. **மா. தமிழ்ப்பரிதி**, முனைவர். இரா. சுப்பிரமணி, *இயற்கை வளம்: நாகப்பட்டினம் மாவட்ட பேரிடர் மேலாண்மை தொடர்பியல் திட்டம் ஓர் ஆய்வு* என்னும் ஆய்வுத்தாள் தமிழக அறிவியல் பேரவையின் 12ஆம் கருத்தரங்கில் படிக்கப்பெற்றது. நிகழ்ச்சி ஒருங்கிணைப்பு: பெரியார் பல்கலைக்கழகமும் சுதேசி அறிவியல் இயக்கமும், பெரியார் பல்கலைக்கழகம், சேலம், ஆகத்து 2012.
9. **மா. தமிழ்ப்பரிதி**, முனைவர். த. சுந்தரராஜ், *தேசிய நெடுஞ்சாலை விரிவாக்கத்தால் நிகழ்ந்த சுற்றுச்சூழல் பாதிப்புகள் ஓர் ஆய்வு* என்னும் ஆய்வுத்தாள் தமிழக அறிவியல் பேரவையின் 12ஆம் கருத்தரங்கில் படிக்கப்பெற்றது. நிகழ்ச்சி ஒருங்கிணைப்பு:

பெரியார் பல்கலைக்கழகமும் சுதேசி அறிவியல் இயக்கமும், பெரியார் பல்கலைக்கழகம், சேலம், ஆகத்து 2012.

10. மா. தமிழ்ப்பரிதி, முனைவர். த. சுந்தர்ராஜ், முனைவர். சு. சண்முகம், சுற்றுச்சூழல் மாசால் ஏற்படும் தீங்குகள் என்னும் ஆய்வுத்தாள் தமிழக அறிவியல் பேரவையின் 12ஆம் கருத்தரங்கில் படிக்கப்பெற்றது. நிகழ்ச்சி ஒருங்கிணைப்பு: பெரியார் பல்கலைக்கழகமும் சுதேசி அறிவியல் இயக்கமும், பெரியார் பல்கலைக்கழகம், சேலம், ஆகத்து 2012.

Books co-authored (in Tamil)

1. N. Mruganandam, I.A.S., P. Rajeswari, IFS., **Maa. Thamizhparithi**, M.Chakkarapani, M. Ravisankar,S.Ramesh, L.Lobidass, M. Rajasekaran, A. Nirooparani, R. Usha, L. Sukantha Piricilla, N. Raginidevi, *Thodakka Cheyalpaattuk KaiyEdu (Guide for Initial Activities in Tamil)*, Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reducation Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.
2. N. Mruganandam, I.A.S., P. Rajeswari, IFS., **Maa. Thamizhparithi**, M.Chakkarapani, M. Ravisankar,S.Ramesh, L.Lobidass, M. Rajasekaran, A. Nirooparani, R. Usha, L. Sukantha Piricilla, N. Raginidevi, *Giraama VaRumai ozhippu Sangak kaaiyEdu (Guide for Village Poverty Reduction Committee in Tamil)*, Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reducation Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.
3. N. Mruganandam, I.A.S., P. Rajeswari, IFS., **Maa. Thamizhparithi**, M.Chakkarapani, M. Ravisankar,S.Ramesh, L.Lobidass, M. Rajasekaran, A. Nirooparani, R. Usha, L. Sukantha Piricilla, N. Raginidevi, *Vaazhvaatharak KaiyEdu (Guide for Livelihood in Tamil)*, Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reducation Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.
4. N. Mruganandam, I.A.S., P. Rajeswari, IFS., **Maa. Thamizhparithi**, M.Chakkarapani, M. Ravisankar,S.Ramesh, L.Lobidass, M. Rajasekaran, A. Nirooparani, R. Usha, L. Sukantha Piricilla, N. Raginidevi, *Nam Thittam Nam PoRuppu (Guide for Project Monitoring and Evaluation in Tamil)*, Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reducation Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.

Books Authored (in Tamil)

1. **Maa. Thamizhpparithi**, *Kathalenbathu (காதலென்பது)*, Punnagai Veliyeedu, Chinna Salem, 1998.
2. **Maa. Thamizhpparithi**, *Parithi Aathichoodi (பரிதி ஆத்திசூடி)*, Punnagai Veliyeedu, Chinna Salem, 2000.
3. **Maa. Thamizhpparithi**, *Thamizhil Peyariduvom (தமிழில் பெயரிடுவோம்)*, Pavai Publications, Chennai-14, 2007.

International Seminars Attended

1. Attended International Seminar on “*Role of IT in Healthcare*” organized by the Department of Computer Science and Computer Science and Computer Centre, Avinashilingam University for Women, Coimbatore, India on 20th March 2008.
2. Attended International Seminar on Humboldt Kolleg and International conference on Recent Advancements in Earth Resources: The Road to the Future(Earth-Future) organized by Periyar University at GRT Hotel, Salem, India on 7-9 September 2011.

Documentary direction, production & coordination

1. Coordinated the Documentary production on Project Initial Activities for Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.
2. Coordinated the Documentary production Participatory Identification of Poor for Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.
3. Coordinated the Documentary production on Disability identification and their development for Vaazhndhu Kaattuvom Project State Unite (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu) Publications, Abiramapuram, Chennai-18, 2006.
4. Directed and Scripted a Documentary on **Samparappan** (Folk Deity Worship), Produced by Thamizh Trust, Chinna Salem.

Workshops Organized

1. Media Literacy Series on recent Trends in Film Editing, Periyar University, Salem, 2011, September 2011.
2. Organized one day workshop on communication material production workshop for Vazhndhu Kaattuvom Project (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu), Chennai, 2006.
3. Organized 5 day State level workshop on Street theatre for Vazhndhu Kaattuvom Project (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu), Kudumiyanmalai in January 2005.
4. Organized 5 day State level workshop on Street theatre for Vazhndhu Kaattuvom Project (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu), Padappai , October 2005.
5. Organized 5 day State level workshop on Street theatre for Vazhndhu Kaattuvom Project (An Empowerment and Poverty Reduction Project of Government of Tamil Nadu), Kudumiyanmalai , October 2005.