



## **Social Media in the Making of Tamil Identities**

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A society consists of all the people in a country, or in several similar countries consist of different communities with different opinions culture, tradition. 90 Million Tamil speaking community come under this definition

Social media is the collection of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

Tamils have contributed much through social media in the areas of culture, arts, science, Information Technology (IT). Research. Inventions and Business. During the last few decades the educational, Literary, cultural, traditional, social identities of Tamils are changing with time and IT. Tamils used social media to get involved in world affairs and actively attempt to win the rights of Tamils against suppression through social media. Through social media, Human rights issues of Tamils in countries such as Sri Lanka, India, and in the western world are made known to the world. Websites, YouTube, Google groups. Facebook in the

cyberspace are effectively utilized to project Tamil identity and their issues. YouTube being a visual social media has more viewers and effectively used by Tamil politicians. Tamil literary professionals and documentary makers project the Tamil heritage and culture and Traditions through YouTube

Many centuries ago Tamil messages were inscribed on stones. Subsequently text was written on chemically treated palm leaves. After the invention of paper and pen, it switched on to written books and then with the invention of Printing technology the printed Books appeared. It resulted in the creations of various categories by writers like Kalki. Akilan. Jayakanthan, Puthumai Pitman, Sujatha and more writers who contributed to Tamil identity in Heritage through literature. Many of these books were translated into English which attracted the interest in Tamil, language, culture, and Traditions by other countries. There was a limitation by way of cost in producing printed books and distributing them. IT technology helped in introducing eBooks. Online libraries and websites that helped the Tamil creations to reach many people in the world.

One-time the Tamil people's link with the other community people all over the world was never dreamt. It is the internet that came in 1960 gradually brought the world to our fingertips. The Eelam war gave an opportunity for Tamils to migrate to the western world that is advanced in IT Technology and get involved Digital world. Many Tamils are working as CEOs and at the top management positions Digital and Business world.

A few decades back having a computer was a dream for the common man. The computer was bigger in size and costly and used only in large affordable organizations. For students, mathematics started with manual calculations, then use

of log tables, and then to slide rule used by engineers and after that to Pocket calculator and gradually changed to desktops and with the arrival of Nanotechnology Laptop and handheld Android, etc. developed. The first workable prototype of the Internet came in the late 1960s with the members of Tamil associations

With the fast growth high-speed internet new applications such as Web page, Blog, eCommerce, Facebook, YouTube, Email, Short messaging system. Twitter. LinkedIn etc. developed. There is no end to it. Search engines such as Google, Firefox, Explorer came in and replaced the heavy Encyclopedia Britannica Books.

Before we look at how far these social media impacted identity of Tamil, let us have the broader outlook of digital social media. In the number of users, Facebook is ranked 1 and YouTube second. Email is used to sharing information in daily life. Youtube being visual media is well patronized in displaying Tamil cinema. Political speeches. Events, and Educational subjects. Visual information about Tamil heritage and language Teaching Tamil and forums are displayed via Video. The freedom of expression is abused by few who differ in opinion. In a recent incident a popular Poet from Tamil Nadu quoted reference to foreigner's opinion about Shri Aaanadal. It was misinterpreted by religious groups and the poet received a bashing

The email was invented in 1972 as the quickest and easiest digital method in exchanging messages. Many years back a letter posted in Sri Lanka will take many days to reach the UK. The invention of Telex, a method of sending written messages electronically between businesses in the post World War II period. Its usage went into decline as the fax machine grew in popularity in 1980. The email was invented **by** an Indian-born American Tamil scientist and entrepreneur. Email groups are formed to share information with the members of Tamil associations

Facebook is a popular free social networking website that allows registered users to create profiles, upload photos, and video, send messages and keep in touch with friends, family, and colleagues. According to statistics from the Nielsen Group, Internet users within the United States spend more time on Facebook than any other website. Facebook culture is fast growing among Tamil youth. It helps to develop matrimonial, Educational and Political link. One time in the Tamil community a protocol is followed before marriage. The bridegroom with his parents visits the Bride's house and exchange complimentary. Now all this procedure is now done in some cases through Facebook or Skype. Love marriages ending up in wedding originates via Facebook or email, Of course, it saves Time, Cost. depending on the Social media security

Twitter is a free microblogging service that allows registered members to broadcast short posts called tweeting 144 character messages. Twitter members can broadcast tweets and follow other users' tweets by using multiple platforms and devices. It saves time and quick process of identity with crypt messages

Google is designed to replicate the way people interact offline more closely than is the case in other social networking services. It is one of the best search engines along with Firefox and Explorer. Communities who have common interest developed Google groups. It helped to identify various interests of Tamil groups. The important feature Google is Unicode Tamil text could be created using google input tools. It also facilitates Translation from English to Tamil and vice versa. The translation is not much reliable., Posting Tamil text on Facebook, Twitter, Email, web page, Blog could be done using Tamil Unicode fonts.It facilitates the identification of Tamil language through social media. MS Word has spell check feature for Tamil. There is other software available for Tamil spell check such as <http://vaani.neechalkaran.com/>. Soon Google may develop one for spell check.. Conversion of Voice to Text and Vice versa is another development in digital space that helps the Tamil language in its growth

Wikipedia was founded in 2001. It is a free, open content online encyclopedia .  
Wikipedia LinkedIn is a social networking site designed specifically for the  
business community. Tamil people in business are benefited and helps in getting  
suitable profession.

News media is the fourth Pillar of a Democratic society where there is freedom of  
expression. This freedom at times goes out of control and creates ethnic violence  
through rumors. Social media play a vital part in projecting the issues faced by  
Tamil community in their country.