

History Association

The Department of History conducted Inauguration of History Association on 13th July, 2012 at 10.00am in the Department A V Hall (*LH – 14*). The function presided by Rev. Dr. A. Albert Muthumalai, SJ, Principal, Felicitated by Rev. Dr. M. Arockiasamy Xavier, SJ, Head of the Department. The Inaugural address was delivered by Dr. T. Sundararaj, Former HOD of History, St. Joseph's College, Tiruchirappalli, on the topic of "BLEP CULTURE AND HISTORICAL THINKING". The meeting was ended with National Anthem at 12.00pm.

Brief address given by the Chief Guest as follows...

"BLEP CULTURE AND HISTORICAL THINKING"

The term Blep is coined by Alvin Toffler in his book *The Third Wave* published in New York in 1981. The literal meaning of blep is bubble. This title itself appealing and attractive is delivered by Dr.T. Sundararaj, former Head, and Department of History for the Inaugural address of the History Association of St Joseph's College. He articulated the term Bubble or Blep Culture which dominates our society which come suddenly and vanish quickly. He explained further by giving a definition for the term "Culture" he defined a culture as behavior pattern and style of a society. He further quoted that our culture in post modern era were based on blep cultures which die out without any sustain inheritance in to our culture. One of the main impasses of this Blep culture is this culture go on to the concept of neglection of acceptance and recognition of the society which is considered as menace to a society. Emerging Historical knowledge thinking of this period should be understood through this perspective. He asked the young and budding student of History to have a divergent perspective on each and every historical research and project.