# CURRICULAM VITAE

**Dr. S.Anurekha Thiyagarajan,**

Dean, Research and Consultancy

Associate Prof and Head, Post Graduate Programme of Communication,

Technical Head, Department of Communication and Media Studies,

Head, Community Radio Station, MOPCRS 107.8,

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* **RESEARCH INTERESTS**

Women and young adult studies, Education studies, Development Communication, Community Radio, Journalism, Production Techniques, Corporate communication and Branding, Advertising and Film studies.

# ACADEMIC DEGREES

* Doctor of Philosophy {2009} in Media studies, Dept. Of Media science, Anna University. Thesis titled “Perceptions and Attitudes of Urban Young Adults towards Television Commercials and its Influence”. (2009)
* Master of Arts in Journalism and Communication {1997}, University of Madras. (1997)
* Bachelor of Arts in English Literature {1995}, Ethiraj College for Women, University of Madras (1995).
* UGC-National Eligibility for Teaching in Journalism and Mass Communication (2001).

# PROFESSIONAL AND ACADEMIC EXPERIENCE

* Over 24 years of teaching experience (UG & PG) and 20 years of leadership
* Designed the course curriculum for all UG and PG media courses
* Served as Staff council secretary during the institution's silver jubilee year
* Served in the organizing committee of the bi-decennial year, silver Jubilee year, college day , Yuva Samman and many major events of the Institution.
* Conceptualized and scripted the college documentary for over 10 years.
* Convenor for International Media Conference- Inspire 2010, Inspire 2018, Inspire 2023
* For over 20 years conducted several Public Relations campaigns like Autism, Save the Earth, Climate literacy, women hygiene and sanitation etc.
* Collaborated with UNESCO and initiated many activities on disaster management
* Served in the steering committee for NAAC and Autonomy commission visit.
* As Criterion 7 Champion for NAAC coordinated several extension activities on Women empowerment, green environment, Energy conservation, disaster management, waste management, constitutional rights, disability and inclusive environment etc
* Consulted and coordinated production projects with Vancouver Film School, Canada. Visited VFS with students for month long Intensive Programme (2017)
* Successfully launched MOP CRS Mobile app available both in android and iOS versions

**COLLOBORATIONS INITIATED:**

* Vancouver Film school (Canada)
* Ascendo (USA)
* UNICEF
* UNESCO
* CEMCA
* Vigyan Prasar
* India Turns Pink
* Poovulagin Nanbargal
* ICDS (Integrated Child Development service)
* SMART
* CRA

# RESEARCH GUIDESHIP

* Currently guiding 6 research scholars for PhD under university of madras. Two scholars have been awarded doctorate and One scholar has submitted.

## MEMBERSHIP- ACADEMIC

* Board of Studies member (University Nominee) at University of Madras, MCC College, D.G. Vaishnav College, Loyola College and Ethiraj College.
* Doctoral Committee member for Ph.D. students under University of Madras
* Doctoral Committee member for Ph.D. students under Anna University
* Appointed Convenor/Member of Inspection Committees, University of Madras
* Appointed Member- staff selection committee, University of Madras

## MEMBERSHIP- PROFESSIONAL

* Member Public Relations Society of India (PRSI)
* Member Community Radio Association of India (CRA)
* Member Federation of Community Radio Station (FCRS)
* Member CRS NETWORK(Worldwide)
* Member Advertising Club

## PROJECTS AND CONSULTANCIES

* Guided over 300 Post Graduate Students Research Projects and Dissertations
* Offered Guidance for over 400 Advertising campaigns and PR Campaigns
* Scripted and produced Corporate Films and Documentaries

## (2015-2023)

* Project Head-UNICEF- CRA- CAN PROJECT. The project aims to create awareness on COVID -19 Vaccination for all eligible cohorts, importance of nutrition and breastfeeding and the necessity of sanitation and hygiene among community members.
* Project Head- FactShala 2023- Stop spreading fake news campaign.
* Project -Head, COVID-Vaccination Hesitancy campaign Funded by SMART NGO, Govt of India Initiative
* Project Head **-**ARIVIYAL PALAGAI (On Going science and technology project**)** The project aims to elevate scientific knowledge among community members through community radio programs, Govt of India Initiative
* Project-Head for UNICEF Funded project on Child safety titled End Violence.2019
* Conceptualized, scripted and directed a documentary for SSDVA Group of schools on Occasion of their Centenary year Celebration, 2018
* Conceptualized, scripted and directed a documentary on D.K. Pattammal on her centenary celebration, 2018
* Consulted and coordinated production projects with Vancouver Film School, Canada. Visited VFS with students for month long Intensive Programme ,2017.
* Conceptualized, scripted and directed three PSAs for HLL-GOVT of India project on Menstrual hygiene and sanitation,2016
* Conceptualized, scripted and directed a Corporate Music video for TVS group 2015

## AWARDS

* Recipient of National award for community radio project
* Received Service Award from M.O.P Vaishnav College for Women (7 times)
* Recognised by Dr.S.C Sharma, Director, NAAC for conceptualizing a documetry on DK Pattammal

# PUBLICATIONS (2015- 2023)

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| --- | --- | --- | --- | --- |
| **DATE/YEAR** | **NAME OF THE FACULTY** | **TITLE OF THE PAPER/ARTICLE/CHAPTER** | **PUBLICATION**  **DETAILS** | **REFERENCE NUMBER** |
| March 2023 | Dr. S.Anurekha and Ms.Arpita Maitra | A Radical shift in Teaching and Learning Approaches in Government schools in Chennai-A Post Pandemic Scenario | Research and Reflections on Education.  UGC-CARE APPROVED  ISSN 0974-648X(P) | Vol 21 No 1A (2023) |
| NOV – DEC 2021 | Deborah Raja, Anurekha Thiyagarajan, G Vasanth, J R Deepak d | Influencer marketing on instagram: an analysis on the perception of the influencer’s credibility by generation - z | International Journal of Mechanical Engineering | Vol.6  ISSN: 0974-5823 |
| Feb 2022 | Dr.S.Anurekha | A Study on the influence of COVID 19 on Digital Marketing Management and Online Market. | International journal of special education.  Scopus Indexed journal | Vol.37 No.3(2022) |
| Nov- Dec 2021 | Dr.S.Anurekha and  Ms.Arpita | Systematic Review of factors influencing the effectiveness of online sessions and open educational resources on students amidst pandemic: An Asian Perspective | International Journal of Mechanical Engineering  Special Issue on Multidisciplinary research and Innovative Studies | Vol.6  ISSN: 0974-5823 |
| Sep 2021 | Dr.S.Anurekha and Ms.G.Vasanth | THE INFLUENCE OF INTERNET SLANGS ON YOUNG ADULTS IN ORAL AND WRITTEN COMMUNICATION. | Kalyan Bharati Journal of Indian History and culture.  UGC Care Approved, Group I, Peer Reviewed and Referred Journal  by Kalyan Kumar Dasgupta Memorial Committee, Kolkata | Kalyan Bharati; ISSN 0976-0822  Vol. 36, No. 8(III): 2021 |
| Sep 2021 | Dr.S.Anurekha and Ms.Deborah | A STUDY ON A WOMEN INFLUENCER’S CONFLICT HANDLING ON INSTAGRAM | Kalyan Bharati Journal of Indian History and culture.  UGC Care Approved, Group I, Peer Reviewed and Referred Journal  by Kalyan Kumar Dasgupta Memorial Committee, Kolkata | Kalyan Bharati; ISSN 0976-0822  Vol. 36, No. 8(III): 2021 |
| Aug 2021 | Dr.S.Anurekha and Ms.G.Vasanth | IMPACT OF DIGITAL MEDIA ON CHILDREN AND THE CHANGING ROLE OF THE FAMILY | Vidyabharati International Interdisciplinary Research Journal (Special Issue) UGC CARE JOURNAL (VIIRJ) **UGC CARE LIST II**. | ISSN 2319-4979  Indexed in Web of Science journal with an impact factor 1.469. |
| Aug 2021 | Dr.S.Anurekha and Ms.Deborah | PERCEPTION AND ATTITUDE OF MILLENNIALS ON INFLUENCER MARKETING THROUGH INSTAGRAM IN INDIA | Vidyabharati International Interdisciplinary Research Journal (Special Issue), UGC CARE JOURNAL(VIIRJ) **UGC CARE LIST II**. | Indexed in Web of Science journal with an impact factor 1.469. |
| April 2021 | Dr.S. Anurekha and Ms.G.Vasanth | A STUDY ON THE IMPACT OF DIGITAL MEDIA ON TEENAGERS IN TAMIL NADU DURING COVID PANDEMIC | Journal of Education: Rabindrabharati University, UGC CARE List, Peer Reviewed and Referred Journal | ISSN: 0972-7175  Vol.: XXIII, No. :5, 2020 – 2021 |
| April 2021 | Dr.S. Anurekha and Ms.Deborah | Instagram as a Marketing Tool by young women Entrepreneurs: An exploratory study | Journal of Education: Rabindrabharati University, Vol. : XXIII, No. :5, 2020 – 2021  UGC CARE Approved, Peer Reviewed and Referred Journal | ISSN:0972-7175 |
| Jan 2021 | Dr.S. Anurekha and Ms.Meenakshi | A Study on the Listenership Pattern of Radio Medium among Female Youth Population with Special Reference to Chennai Region | Pal arcs Journal of Archaeology of Egypt/Egyptology17(6)  pg no 13779-13786.Scopus indexed. | ISSN, 1567-214x, |
| April 2021 | Dr.S.Anurekha and Ms.Arpita | A Driving shift in teaching and learning approaches in Government schools in Chennai and parts of Tamilnadu-A pre and post pandemic scenario | Journal of Education: Rabindrabharati University, UGC CARE Approved, Peer Reviewed and Referred Journal | ISSN:0972-7175 |
| Jan 2018 | Dr. S.Anurekha and Ms. Arpita Maitra | A STUDY ON THE ROLE OF MODERN EDUCATION APPS ON STUDENTS | Journal of Advanced Research in English and Education. Volume 3, Issue 4 - 2018, Pg. No. 7-14  Peer Reviewed Journal | ISSN: 2456-4370 |
| Dec 2017 | Dr.S.Anurekha,Dr,Susan Sridher,Dr.Preetha | Women Empowerment and Media literacy: A Study in Kancheepuram District | International Journal of Research, Culture and Society, Volume 1 Issue 10.UGC-CARE | Vol 1, Issue 10. ISSN:2456- 6683 |
| July 2015 | Dr.S.Anurekha | “An Analysis of Television Commercials directed to Young adults‐ ELM and Social Identification Perspective”. | IOSR Journal of Humanities and Social Science (IOSR‐JHSS). UGC APPROVED JOURNAL. | Volume 20, Issue 7, Ver. III e‐ISSN: 2279‐0837, p‐ISSN: 2279‐0845. |

**PAPER PRESENTATIONS**

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| --- | --- | --- | --- | --- |
| **DATE** | **NAME** | **TOPIC** | **LEVEL** | **ORGANISER** |
| Feb 2023 | Dr.Anurekha and Ms.Arpita Maitra | “A Radical shift in Teaching and Learning Approaches in Government schools in Chennai-A Post Pandemic Scenario”. International conference on “Emerging Trends in Online Teaching, Assessment and Learning” (e Total). | International Conference | State Project Directorate RUSA TN |
| March 2022 | Dr.Anurekha, Ms.Priyavadhani, Ms.Sathyabama | Analysis of Gender Representation in Tamil Films Released on OTT in 2021. | International Conference | SRM Institute of Science and Technology |
| August 2022 | Dr.Anurekha,Ms.Priyavadhani,Ms.Sathyabama | Web Series: The Popular Culture of Gen Z Viewers | International | Patrician College of Arts and Science |
| September2021 | Dr.S.Anurekha and Ms.Sridevi | “A Study on the Influence of Digital Media on Audience” in the International Conference on “Conflicts Through Media Discourse Globally”, | INTERNATIONAL CONFERENCE  Mother Teresa Women’s University Research and Extension Centre. | organized by TNCMTWIC and Department of Visual  Communication, Mother Teresa Women’s University Research and Extension Centre, Sep 16 and 17 2021. |
| July 2020 | Arpita Maitra & Dr. S.Anurekha | Emerging Trends & paradigm Shifts in social Sciences: Issues and Challenges  A Radical Pedagogic Shift -A Constructivist Paradigm For Learning | National | Mother Teresa Women’s University, Kodaikanal |
| 29.12.20 | Arpita Maitra & Dr. S.Anurekha | International Conference Media Education- A Legacy to Hold, A Future to Build  Constructivist Approach to Teaching and Learning- A study on the influence of Covid 19 confinement on students' performance in government schools in Tamil Nadu. | International | Bangalore University Department of Communication  International Conference Media Education |
| 30-08-2021 | Dr. S.Anurekha, | International Conference on Narratives, Self and Identities, ‘Traditions and innovations’  ‘Society, Culture and Psyche. Impact of Digital Media on Teenagers due to Covid’ | International | REVA university, Bangalore in collaboration with iSpell and Liverpool Johnmoores University, England |
| 2020 | Dr.S.Anurekha and  Ms. Arpita | A Radical Pedagogic Shift- A Constructivist Paradigm for Learning | National | Mother Teresa Women’s University Kodaikanal  Emerging Trends & Paradigm  Shifts in Social Sciences: Issues and Challenges ETPSSSIC 2020- (Online Mode) |