# 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,

M.O.P Vaishnav College for Women, Chennai-34.

**Email:** dranurekha.mop@gmail.com

anurekhathyagrajan.cms@mopvaishnav.ac.in

**Ph**-9841368226

* **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 APPROVEDISSN 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.6ISSN: 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 andMs.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 EngineeringSpecial Issue on Multidisciplinary research and Innovative Studies | Vol.6ISSN: 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 Journalby Kalyan Kumar Dasgupta Memorial Committee, Kolkata | Kalyan Bharati; ISSN 0976-0822Vol. 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 Journalby Kalyan Kumar Dasgupta Memorial Committee, Kolkata | Kalyan Bharati; ISSN 0976-0822Vol. 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 2319-4979Indexed 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: 0972-7175Vol.: 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 – 2021UGC 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. 7-14Peer 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 CONFERENCEMother Teresa Women’s University Research and Extension Centre. | organized by TNCMTWIC and Department of VisualCommunication, 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 ChallengesA 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 BuildConstructivist 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 CommunicationInternational 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 andMs. Arpita  | A Radical Pedagogic Shift- A Constructivist Paradigm for Learning | National  | Mother Teresa Women’s University KodaikanalEmerging Trends & ParadigmShifts in Social Sciences: Issues and Challenges ETPSSSIC 2020- (Online Mode) |