

CURRICULUM VITAE



TAMILARASI.S

tamilarasisriram@gmail.com

+91 9655763007

I am dedicated person having rich experience in Teaching and Research. I am deeply invested in earning tenure through administrative services, committee contributions and achievement oriented approach to teaching and student community.

PERSONAL INFORMATION

Name	Dr. S. Tamilarasi
Husband Name	S.Sriram
Date of Birth and Age	01.09.1985 (39 yrs)
Place of Birth	Tiruchirappalli
Blood Group	B +ve
Nationality	Indian
Languages Known	Tamil and English
Phone Number	9655763007,9655961001
Email address	tamilarasisriram@gmail.com
Adhaar Number	554954050698
Address	Plot No.28, Sri Koothappar Nagar Thiruverumbur, Tirchy - 620013

SUMMARY OF PERSONAL SKILLS

- Always Innovative, Positive and Creative.
- Hardworking, Dedication and perseverance.
- Ability to take up the best teaching practice to students.
- A good computer knowledge.
- Ability to organize seminars, workshops and training programmes.
- A good technical knowledge on the E content preparation..
- Ability to organize research programmes.
- Good communication skills.

EDUCATION

Ph. D in Visual Communication (August 2020) Thiru Vi. ka Govt Arts College, Thiruvarur.

Thesis Topic: Television Advertising and it's Effect on School Going Children Attitude And Behaviour

Under guidance of Dr. S.Hemamalini

Passed UGC National Eligibility Test for Lectureship (UGC- NET une 2012) in the subject Mass communication and Journalism

M. Phil in Media and Communication

2008-09 Holy Cross College, Tiruchirapalli, India

Grade : **First Class**

Dissertation : *Information and Communication Technologies(ICT) and the Empowerment of College going students in Trichy*

Under guidance of Dr. J. Josephine

M.Sc., Media and Communication

2006-2008 Holy Cross College, Tiruchirapalli, India

Specialization : Television Production

Grade : **First Class with Distinction**

Thesis Topic: *Television Exposure and its Influence of Advertisements on Adolescents with specific reference to Consumerist Culture*

B.Sc in Visual Communication

2003-2006 Holy Cross College, Tiruchirapalli, India

Specialization : Computer Graphics

Grade : **First Class with A Grade**

Primary areas: Communication Research orientation, Visual analysis Tools, Television Production, Computer Graphics, Advertising, Film studies and Film analysis

Secondary areas: Introduction to communication, Arts and Aesthetics, Psychological foundation, Human communication, Visual Literacy, Script Writing, Writing for Mass Media

PROFESSIONAL EXPERIENCE

2014 September till date , St. Joseph's College, Tiruchirapalli.

**ASSISTANT PROFESSOR AND HEAD OF THE DEPARTMENT
DEPARTMENT OF VISUAL COMMUNICATION TECHNOLOGY**

Teaching of undergraduate B. Voc. and B.Sc and M.Sc Visual Communication Technology courses in Photography, Sound Engineer, Sound Designer, Sound and Programme Production, Photojournalism, Image Editing And Manipulation, Journalism, Graphic and Multimedia , Script Writing, VFX Editor, Camera Operator, Advertising, Public Relation, Elements of Film, Television Production.

2013 June to August 2014, Bharath College of Science and Management, Tanjavur.

HEAD OF THE DEPARTMENT

DEPARTMENT OF VISUAL COMMUNICATION

Teaching of undergraduate and Post graduate Visual Communication courses in Photography, Photojournalism, Introduction to Visual communication, Mass communication Theories, Advertising, Development Communication, Printing Process, Public Relation, Media History in India, Elements of Film, Television Production.

2012 August to March 2013, Bharathidasan University, Tiruchirapalli.

GUEST LECTURER

DEPARTMENT OF EDUCATIONAL TECHNOLOGY

Teaching faculty of the five year integrated Programme M.Sc., Media and Communication

2008 June to July 2012, Holy Cross College, Tiruchirapalli.

ASSISTANT PROFESSOR

DEPARTMENT OF VISUAL COMMUNICATION

Teaching of undergraduate Visual Communication courses in Writing for Mass Media, Advertising, Development Communication, Printing Process, Public Relation, Media History in India, Elements of Film, Television Production .

Teaching of Post graduate students to use SPSS software which enables them to understand and do Quantitative Research and Surveys.

Responsibilities Under taken

- Coordinator for B.Voc Visual Communication Technology Programme
- E content Incharge
- College Magazine Committee
- Member of Discipline Committee
- Member of Test committee
- Member of Soft Skill
- Member of Fine Arts Association
- Member of Internal Quality Assurance Cell (IQAC)
- Member of Sports Incharge
- Department Association Incharge
- Member of Student Counselling
- Technical Incharge for NAAC visit
- Member of Teaching and Learning committee

ACADEMIC BODIES

- Subject expert for Board of Studies in Department of Visual communication St.Xaviers College Palayamkottai, Thirunelveli.
- University Nominee for Board of Studies in Department of Visual communication Manakula Vinayagar college of Engineering Pondicherry.
- Subject expert for Board of Studies in Department of Visual Communication Fatima College, Madurai 2024.
- Subject expert for Board of Studies in Department of Visual Communication Jamal Mohammed College, 2023.
- UG Examiner for valuation Bharathidasan University, Tiruchirappalli

- UG Examiner for Valuation and Question paper setter for Periyar E.V.R.College, Trichy.
- UG Examiner for Valuation and Question paper setter for Jamal Mohammed College, Trichy.
- UG Examiner for Question paper setter for A.V.C College Manapandal Mayiladuthurai.
- UG Examiner for Valuation and Question paper setter for M.O.P Vishnava College, Chennai.
- UG Examiner for Question paper setter for Hans Rover College Perambalur.
- UG Examiner for Question paper setter for Department of visual communication Alagappa University, Karaikudi.
- UG Examiner for Question paper setter for Holy Cross College, Tiruchirappalli.
- UG Examiner for Question paper setter for Madurai Kamaraj University, Madurai.

ACTED AS RESOURCE PERSON

- Topup Skills for Juniors Faculty - Inevitable Digital Skills - St.Joseph's College, Trichy
- Value Added Course on Nuances of Film Making - Script Writing – Bishop Heber College, Trichy
- Guest Lecture on Digital photography - Dhanalakshmi Srinivasan University, Tiruchirappalli.
- Guest speaker for Holy Cross Hr. Sec School, Somarasampet, Tiruchirappalli on 24.07.2024

ACTIVITIES ORGANISED

- Edulit -2k13 An awareness Campaign on Right to Education
- Pittura 2013- Inter School Drawing Competition for School students in Thanjavur
- Photofest 2013 – Intercollegiate Photography competition cum exhibition
- One day seminar on Radio Jockeying (Suriyan FM) –September 2013
- 150th Birth Anniversary Celebration of Swami Vivekananda
- Two day Workshop on Desktop publishing Software's 2011
- Two day workshop on Cinematic Techniques Cine Tech -2010
- Vis Com Tech Fest 2K14- 15
- Vis Com Tech Fest 2K15-16
- Sony Alpha workshop 2K15
- Canon Workshop 2K15
- Sound Engineering workshop 2K16
- Nikon Workshop - 2K16
- Stieglitz Photography exhibition cum seminar 2017
- Media Achievers Day 2017
- Workshop on Film Making Techniques

- Webinar on Music Production and Emerging Techniques.
- Pintura 2022 and 2023 – an Inter School Painting competition along with Camlin India Pvt Ltd.
- Canon Workshop – Canon India Pvt Ltd
- Seminar on Data Journalism and Visual content Verification with Google initiative India Pvt Ltd.
- Social Justice and Ecology Film festival with Marupakkam film society Madurai.

PAPER PUBLISHED

- Television Advertisements and Teenaged Girls published at National conference on women development in the New Millenium, Holy Cross College Trichy
- A study on the influence of visually exaggerated television advertisements on Tweenaged purchasing habits, Journal of Applied Science and computations, Volume IV, Issue IV April 2019 Factor 5.8, ISSN: 1076-5131,UGC Approved No: 41238, Institute of Applied Science & Computations.
- A Study on the Strategies adopted by Children towards Parents for Purchasing the advertised Products, Journal of Classical Thamizh Research, April – June 2019, Volume - 7, Issue - 2, ISSN: 2321-0737, UGC Approved No. 40719, Raja Publications, Tiruchirappalli.
- OTT (Over The Top) and Viewing Habit of Youth During the Pandemic – A Study on The Youth Audience in TamilNadu, Changing Paradigm in New Media, 2021.
- A Study on Social Media Platforms and Its Influence on Youth Audience International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET) 2023.
- Impact of Pervasive use of Social media advertising on youth- A study on college students in Tiruchirappalli, shodhkosh: urnal of Visaula nd Performing Arts, June 2024.

PAPER PRESENTED

- Presented a paper titled **Social Media and Citizen Journalism – A Study on the Youth Audience in Tiruchirappalli District** in the National Conference on “Journalistic & Creative Freedom: Prospects and Challenges”, SRM Institute of Science and Technology, Kattankulathur, Chengalpattu, 21.09.2023 and 22.09.2023.
- Presented a paper titled **Mobile Journalism (Mojo) and the Popularity of Smart Phones – A Study on the Youth Audience in Tiruchirappalli District** in 10th Global Communication Research Association International Conference on 11.11.2022 and 12.11.2022

CHAPTERS IN BOOKS

- **OTT and viewing habit of youth audience during the pandemic – A study on the youth audience in Tamilnadu** , Changing Paradigm in New Media – Nithya Publishers – 2021

- **Cinematic Innovation of Satyajit Ray and Mrinal Sen – A Study on Film making technique and style of legends – Ray and Sen: Masters of Indian Cinema**, Today & Tomorrow's Printers and Publishers, New Delhi, 2024

REFRESHER COURSE

- Online Refresher Course in Media Studies, UGC-HRDC, Bharathidasan University, Tiruchirappalli from 12.03.2021 to 25.03.2021.

FACULTY DEVELOPMENT PROGRAMME ATTENDED

- Crafting the Digital Identity: Social Media for Higher Education Institutions - Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore - 27.11.2023 to 30.11.2023
- Patents and Consultancy – St.Joseph's College - 20.11.2023
- Intricacies of Writing for Research Publications and Projects – St.Joseph's College - 27.10.2023
- Life Above Zero – St.Joseph's College - 04.03.2023
- LOCF – A Reformative Roadmap towards Excellence – St.Joseph's College - 20.02.2023
- “Open Educational Resources” – Search, Identify, Repurpose and Create your OER – St.Joseph's College - 26.09.2021
- Preparing E-Content for MOOCs on Swayam – St.Joseph's College - 23.10.2021
- Faculty Development Program on Understanding Communication Design in Media Teaching – Thilak Maharashtra Vidyapeeth, Pune - 26.10.2021 to 30.10.2021
- “Nurturing Educational Leadership” - St.Joseph's College - 18.12.202

SEMINARS & WORKSHOPS PARTICIPATED

- One day workshop in Ziegenbalg Printing Press, Joseph Eye Hospital, Trichirapalli, August 2008.
- Two day workshop on English Communication Skills, Holy Cross College, July 2008
- One day workshop on Recent Trends in Animation and Computer Graphics Holy Cross College, Tiruchirapalli., December 2006
- Two day International Conference on Children and New Media, Holy Cross College, Tiruchirapalli, February 2007
- Two day International Film Festival , Holy Cross College, Tiruchirapalli, September 2004

- One day seminar on Media Outlook, Indira Gandhi College, Tiruchirapalli, November 2004
- Two day Film Festival Women Through the Lens, Holy Cross College, Tiruchirapalli, February 2010
- One day workshop in Ziegenbalg Printing Press, Joseph Eye Hospital, Trichirapalli, August 2009
- Two day workshop on Cinematic Techniques , Holy Cross College, October 2010
- One Day workshop in Desktop Publishing Software's , Tiruchirapalli, August 2010
- Two day Workshop on Photography, Periyar E.V.R. College , August 2013
- M.A. Media Launch Programmme, Central University , Thiruvarur, September 2013
- Judge for Drawing Competition “Varnajalam 2013” Conducted by Suriyan FM, August 2013.
- Three Days Workshop on Photography and Titling - Digitek 2K17, August by Photographers Association Trichy.
- Training of Trainers - Qualification packs - Media Entertainment Skill Council (MESCC), New Delhi, June 2017.

CONFERENCES ATTENDED

- International Conference on children and media, Holy cross college, Tiruchirappalli.
- Conference on **Photojournalism – ‘A Third Eye Opener Reveals the Story Untold’**, Periyar E.V.R. College, Tiruchirappalli on 26.08.2021
- **10th Global Communication Research Association International Conference** on 11.11.2022 and 12.11.2022

INTERNSHIP EXPERIENCE

- Ad Bureau Advertising Agency, Chennai
- All India Radio, Trichy
- Penta Soft Multimedia Technologies, Trichy
- Macmo Advertising and Marketing Services Pvt Ltd, Trichy

SKILLS INSIGHT

Proficient in a variety of software applications including:

- Microsoft Office
- Adobe Photoshop
- Adobe Indesign

- Adobe Illustrator
- Flash MX
- Television Production
- Photography
- SPSS

Declaration

I hereby declare that the above said details are true to my knowledge. References and Testimonials will be provided on demand.

16.09.2024

Faithfully,

S. Tamilarasi

REFERENCES

1) Dr . I. ARUL RAYAPPAN

Mobile: +91 98424 55852

Nodal officer

Department of B. Voc. Visual Communication Technology

St. Joseph's College

Trichy-2

2) Dr. I. SENTHILA DEVI

Mobile: +91 9488053174

Asst. Professor

Department of Visual Communication

Periyar E.V.R.. College

Trichy-2