

Dr. E. V. PRABHA

A4/2, A- Block, First Floor
Bhaskara Apartment
No-1, Tollgate
Tiruchirappalli-621216
Mobile-no-7373014511
Mail - id- prabhaev_vc2@mail.sjctni.edu



RESUME

Educational qualification

Ph. D in Visual Communication – entitled *‘Television and Children’s Imitative behavior: A study on children’s exposure to televised films and film based programmes in Tiruchirappalli District’*. Institution studied - Thanthai Periyar Government Arts & Science College, Trichy, **April 2021**

UGC Net – Journalism and Mass Communication in June 2008

M.A Communication - P.S.G. College of Arts and Science, Coimbatore. Affiliated to Bharathiar University, Secured ‘O’ Grade & First Class in May 2006.

B.Sc., Visual Communication - Maharaja College for Women, Perundurai. Affiliated to Bharathiar University, secured **University 6th rank**, April 2003.

12th Standard - Asan Memorial Matric. Higher Secondary School- Chennai, Secured Distinction, March-2000.

Teaching experience

Name of the department	Designation	Name of the institution	Period of experience
Visual Communication	Assistant Professor	St. Joseph’s College, (A), Trichy	June 2023 – Till Date
PG & Research Dept. of Visual Communication	Guest Lecturer	Thanthai Periyar Government Arts and Science College, Trichy	February 2018 – June 2023
Media and Communication	Assistant Professor	Srimad Andavan Arts and Science College, Trichy	June 2015- May 2017
Visual communication	Assistant professor	Holy Cross College, Trichy	July 2012-March 2015
Visual communication	Guest lecturer	Maharaja Co- Education Arts and Science College, Erode	June 2010-March 2011
Visual communication	Assistant professor	Maharaja College for Women, Erode	June 2007-Oct-2008
Visual communication	Assistant professor	Cherraans Arts Science College, Erode	2006-2007

Detail of Teaching experience

UG - 12 yrs

PG - 10 yrs

Total Teaching Experience - 14 yrs

Specialization

Film Studies, Television Production & Film Analysis

As Resource Person

- As a Resource person gave a day lecture on Radio and Television news casting for the students of M.Sc Media and Communication, Bharathidasan University, Trichy.
- As a Resource person for post – production techniques on a two – day workshop on E- content development for the staff members of Srimad Andavan Arts and Science College, Trichy.

Member in the Academic Bodies

- As a member in the Paper Valuation Board for Under Graduate Programmes of Visual Communication in Bharathidasan University, Trichy
- As a Question paper setter in the Dept. of Visual Communication in PSG College of Arts and Science, Coimbatore.
- As a Question paper setter in the Dept. of Visual Communication, Alagappa University, Karaikudi.
- As an External Examiner for Semester Practical Examinations in the PG and Research Department of Visual Communication, Thanthai Periyar Government Arts and Science College, Trichy.
- As an External Examiner for Semester Practical Examinations in the Department of Visual Communication, Government Arts College, Trichy.
- As a Question paper setter and the Semester Examination Valuation Board Member, in the Dept. of Visual Communication, Srimad Andavan Arts and Science College, Trichy.
- As a Question paper setter in the Department of Visual Communication, Madurai Kamaraj University, Madurai.

Paper Publications

- Has published a paper as Co-Author titled ***'Impact of pervasive use of social media advertising on youth – A study on college going students in Tiruchirappalli district'*** in Volume 5, Issue 6, June 2024, Edition of the Shodhkosh : Journal of Visual and Performing Arts.
- ***'A study on the need of self-censorship of the creative ideas of youtubers on the perception of societal and political issues in india'***, has presented and published in the National Conference 2023, Journalistic and Creative freedom: Prospects and Challenges, organised by SRM Institute of Science and Technology.
- Has presented a paper as Co- Author titled ***'Social Media Advertising and its impact on Youth- A study on college going students in Tiruchirappalli district'*** in the three day '3rd Annual International Symposium on Media and Education Research – ISMER 2024', organised by Dept. of Visual Media and Communication, Amrita Vishwa Vidyapeetham, Kochi, Kerala.

- **'Perception & Behaviour of children- an analysis of films & Television Programmes'**, published in Journal of Emerging Technologies and Innovative Research, Volume 6 Issue 6, Impact factor - 5.87, June-2019
- **'A study on the Impact of Films and Television Programmes on Children in Trichy'**, published in Journal of Emerging Technologies and Innovative Research, Volume 6 Issue 6, Impact factor - 5.87, June-2019
- **'A study on the influence of film based television programmes on the viewing behaviour of Children in Tiruchirappalli'**, published in Adalya Journal, Vol: 8 Issue: 11, UGC-Care, Iso:7021 - 2008, Nov 2019
- **'Films And Children – A study on the Exposure to Films in Television'**, published in Adalya Journal, Vol: 8 Issue: 11, UGC-Care, Iso:7021 -2008, Nov 2019
- **'The viewing patterns of Tamil films and their influence on the school going girls in Tiruchirappalli'**, presented and published a paper in a National Conference on Women development in the new millennium, organized by Women's Studies Centre, Holy Cross College, Trichy.

Faculty Development Programmes

- Participated in the Five-Day Online Faculty Development Programme on **'The Role of Intellectual Property Rights (IPR) in fostering Innovation and Academic Excellence in Higher Educational Institutions'**, from **02-09-2024 to 06-09-2024**, organized by the Department of Economics, St. Joseph's College, Trichy.
- Participated in the One Week Online **National Level Faculty Development Program** on **'Indian Knowledge systems: An Introduction'**, from **05-08-2024 to 10-08-2024**, organized by Gokul Global University, Gujarat in collaboration with Nucleus of Learning and Development.
- Participated in virtual seven days **Professional Development Programme** on **'Design Thinking for Media Engagement'**, from **11-03-2024 to 19-03-2024**, organized by SRM Institute of Science and Technology, Chennai.
- Participated in virtual seven days **Faculty Development Programme**, **'On Contemporary Trends in Digital Media'**, from **25-05-2023 to 31-05-2023**, organized by Shri Shankarlal Sundarbai Shasun Jain College for Women, Chennai.
- Participated in Five days **'National Level Online Faculty Development Programme'**, **'Qualitative Research & Innovative Techniques with NVIVO Software'**, organized by Sathyabama Institute of Science and Technology, Chennai, from 8th August – 12th August 2022.
- Participated in Seven days **'Online Faculty Development Programme'**, on **'Changing Trends in Media'**, organized by SRM Institute of Science and Technology, in association with 'Young Journalist's Association, Chennai, from 28th June – 7th July 2022.
- Participated in Six days **'National Level Online Faculty Development Programme'**, on **'Introduction to Innovative Smartphone Filmmaking'**, organized by Sathyabama Institute of Science and Technology, in association with Entrepreneurship Development & Innovation Institute (EDII), Tamil Nadu, from 14th February – 19th February 2022.

Personal details

Name	:	E.V. Prabha
Age & Date of Birth	:	43 yrs, 24-05-1981
Gender	:	Female
Father's Name	:	E. N. Vastamarajan
Mother's Name	:	V. Pushpa
Marital Status	:	Married
Husband's Name	:	N. Senthil
Children	:	Two daughters
Native Place	:	Erode
Nationality	:	Indian
Religion	:	Hindu
Address for Communication	:	A4/2, A- Block, First Floor, Bhaskara Apartment, No-1, Tollgate, Tiruchirappalli-621216

Languages known

To write	:	English, Hindi
To speak	:	English, Hindi, Tamil
To read	:	English, Hindi, Tamil

I hereby declare that the above furnished information is true to the best of my Knowledge.
Thank you.

Yours faithfully,

(Dr. E.V.PRABHA)