

## Faculty Profile

**Name** : Dr.S.Nandakumar  
**Designation** : Associate Professor



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**Educational Background** : M.A., Communication  
M.Phil., Journalism and Communication  
Ph.D., Journalism and Communication

**Experience(s)** : Media Profession – 10 years (3 yrs in Pvt. Media and 7 yrs (IIS service) in various media units of Min. of I&B, Govt. of India.)  
Teaching - 10 years  
Research - 10 years  
Administration - 17 years

**Research Interest** : FM Radio Broadcasting and urban Audience, Television Commercials, Community Radio, Media convergence, Policy, regulations, New Media and Society.

**Teaching Interest** : Communication revolution, Broadcasting Techniques, Broadcasting History and policies, Radio and TV production, Journalism and Communication techniques (Tamil and English), Communication Research, Communication skills and issues in Communication.

**Research Publications– Journals, Lecture Notes, Book Chapters, Conference Proceedings.**

Sl.No	Author	Title of Journal/Book	Volume	Number	Publisher	Year
1	<i>Extending Community Radio to Civil society Groups: Challenges and Opportunities -</i> <b>S.Nandakumar</b> and T.R.Gopalakrishnan	Governability and Governance in south Indian states			University of Madras	2003
2	<i>Resurgence of Indian Radio -</i> <b>S.Nandakumar.</b>	<i>Thittam (Yojana-Tamil Edition)</i>	Vol.39,	issue.9 (MAY 2006) P37-40,	Publications Division, Min. of Information and Broadcasting, Govt.of India	2006
3	<i>University of Madras 150 -</i> <b>S.Nandakumar</b>	<i>Thittam (Yojana-Tamil Edition)</i>	Vol.39,	issue.9 (October 2006) P25-28,	Publications Division, Min. of Information and Broadcasting, Government of India	2006
4	<i>Cable TV in India -</i> <b>S.Nandakumar</b> and Suresh Kumar	Mass Communication - Radio &TV - pp552-561			Thol Ilamurugu Pathipagam, Pondicherry	2007
5	<i>Private FM radio stations in Tamilnadu</i> <b>S.Nandakumar, D Velayutham and Sunitha</b>	Mass Communication - Radio &TV - pp562-569			Thol Ilamurugu Pathipagam, Pondicherry	2007
6	<i>Prasar Bharathi: An Autonomous Body of Indian Broadcasting</i> <b>-S.Nandakumar</b>	Mass Communication - Radio &TV - pp570-574			Thol Ilamurugu Pathipagam, Pondicherry	2007
7	<i>Private FM Radios' in Tamil Nadu -</i> <b>Dr.S.Nandakumar</b>	<i>Thittam (Yojana-Tamil Edition)</i>	Vol.40,	issue.9 (Oct 2009) P17-19,	Publications Division, Min. of Information and Broadcasting, Govt.of India	2009

8	<i>Evolution of Broadcasting in India - An Historical Perspective - Dr.S.Nandakumar</i>	Tami Nadu History Congress Journal		2009		
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**Some Articles appeared in Popular Journals/Dailies/Magazines**

1	<i>Aritharam Poosiyavarkal Arasialukku AApaththa</i> (Film stars dangerous to politics)	<i>'Dinasary'- Tamil daily</i>		1.1.1989.		
2	<i>Nadikaikalukku ottupodathir- Sankarachariaya chonathu sariya'</i> ('Do not cast vote for cine fames' – Sankarachariyar statement right or wrong)	<i>'Dinasary'- Tamil daily</i>		3.1.1989.		
3	<i>'Adyar Aalamaram'</i> ('Adyar Banyan Tree')	<i>Dinasary'- Tamil daily</i>		24.6.1989.		
4	<i>'Indiaya Amaithippadai veliyeravenduma'</i> ('Is IPKF evict from Srilanka')	<i>'Dinasary'- Tamil daily</i>		28.6.1989.		
5	<i>'Purakanippil M.K.B Nagar'</i> (Avoidance of M.K.B Nagar people)	<i>'Dinamalar'- Tamil daily</i>		5.7.1992.		
6	<i>'Dindigul - Madurai idaiyae Septembeeril broad gauge payanam'</i> (Between Dindigul and Madurai broad gauge train starts from September)	<i>'Dinamalar'- Tamil daily</i>		19.7.1992		

7	'Chennai – Villupuram metre gauge needikkum' (Chennai-Villupuram metre gauge will continue)	'Dinamalar'- Tamil daily		2.8.1992		
8	'Naalu maanavigal padukolai' (Four school children murdered) - date	'Dinamalar'- Tamil daily-		12.8.1992		
9	'Puthupolivu perukirathu Chennai central' (Renovation of Chennai Central Railway Station)	'Dinamalar'- Tamil daily		8.11.1992.		

## Student Advised – M.Phil and Ph.D

### M.Phil

S.No	Name of the Scholar	Title of M.Phil Dissertation	University	Awarded Year
1.	K. Sarweswari	New Media Communication: Computer And Video Games As A Motivational Tool For School Children Education	University of Madras	2005
2.	M.Raju	Deconstructing The Media Text Of The Political Communication During The General Election in Tamilnadu in 2006.	University of Madras	2007
3.	J.Varghese Riju	Print Media Coverage Of Chikungunya – A Content Analysis	University of Madras	2007
4.	K.Bhuvaneswari	Coverage Of Mulla Periyar Dam Issue In Leading Tamil Dailies – A Content Analysis	University of Madras	2008
5.	S.Janet Mary	Use of Communication Tools By Fishing Community in Muttom in Kanyakumari District – An analysis	University of Madras	2008
6.	Kalpana Vasavan	Effects of Food Products T.V Advertisements On High School Children in Chennai.	University of Madras	2008
7.	B.Anugraha Michealine Pearly	Internet Enhances or Replaces Class Room Instructions Among Students of Colleges and Universities- A Study	University of Madras	2008
8.	Vesna Priyadarshini	Portrayal of Hero As Negative Character In Tamil Films – A Study.	University of Madras	2009
9.	Raj Kumar	Coverage of Sri Lankan Tamils' Issue by	University	200

		Tamilnadu and SriLankan Tamil Newspapers.	of Madras	
10.	Kavitha.V	Effectiveness Of Television Talk Show on Adolescent with special reference to CNN, NDTV and STAR Vijay	University of Madras	2009
11.	Nalini.V	Use of Internet For E-commerce	University of Madras	2009
12	Rajesh Kannan	Coverage of Parliamentary Election 2009	University of Madras	2009
13.	Mr.Mohan	A study of role of reporter in State Legislative Proceedings with special reference to Government of Tamilnadu	Madurai Kamaraj University	2010
14.	Mr.K.Yokesh	News Coverage of Swine Flu with Special Reference to English Newspapers in Chennai - An analysis	Madurai Kamaraj University	2010

**Some Projects guided/supervised at Master's Level**

S.No	Name of the Student	Name of the Dissertations/ Projects	University	Degree and Year of award
1	Jayanthi Murahari	A Study To Find Out The Relationship Between Media Consumption And Alenation	University of Madras	M.A- 2000
2	Jaisakthivel T.	Listeners Of International Tamil Mil Radios In Tamil Nadu - A Study	University of Madras	M.A -2002
3	Manimegalai M.S.	Programming Strategies Of Tamil Satellite Channels	University of Madras	M.A -2002
4	Samraj Gandhi	Feasibility Study Of Campus Radio In Chennai	University of Madras	M.A 2004
5	Vijayakumar.N	Satisfaction Of Tamil Television News - An Audience Perspective	University of Madras	M.A 2004
6	Jesu Manickam. D	Influence Of Television On The Religiosity	University of Madras	M.A- 2004
7	Moasunep Kichu	Audience Effectiveness of FM Radio Channels in Chennai - A Study	University of Madras	M.A- 2004
8	Raja. N	A Study Of News Credibility In Tamil Television Channels	University of Madras	M.Sc-2005
9	Padmini. P	The News Priority In Three TV Channels -A Content Analysis	University of Madras	M.Sc-2005
10	Karthikeyan M	Feasibility Study Of Radio And TV Broadcast Through Cable In Fishing Villages - In Chennai	University of Madras	M.Sc-2005
11	Leiyaton H.A	Feasibility Study Of Launch Campus Radio And Campus Television In University Of Madras	University of Madras	M.A -2005
12	Vijaya Balan. K	Usuage Of Educational Supplements Among The Youths	University of Madras	M.A -2005
13	Mahalingam. P	Puppertry As A Form Of Social Communication	University of Madras	M.A -2005
14	Saravana. J	Need For Informational Programmes In Private Fmchannels	University of Madras	M.Sc-2005
15	Farheen	A Study Of Animation Fimls Of Pentamedia	University of Madras	M.Sc -2005

16	Prabu. T.S	Portrayal Of Village Leaders In Tamil Cinema	University of Madras	M.A-2005
17	Bakya Raj. S	A Study On The Performance Of Private Fm In Chennai In Audience Perspective.	University of Madras	M.A -2006
18	Rajinikanth.B	Portraying Of Actor Vijaykanth As A Social Responsible In Films – A Study	University of Madras	M.A -2006
19	Suman. S	Comparative Study Of Songs Composed By Ilayaraja And Yuvanshankar Raja In Tamil Movies – An Audience Perspective	University of Madras	M.A- 2006
20	Naveen Kumar. M.R.	The Role Of Community Newspapers In The Society	University of Madras	M.A -2006
21	Kesavan. D	India's Independence Films – A Study	University of Madras	M.Sc - 2006
22	Abirami. R	Impact Of Games Shows Programmes On TV Channels – An Audience Perspective	University of Madras	M.Sc - 2006
23	Jayakumar. T	Media Coverage Of Chikungunya	University of Madras	M.A- 2007
24	Aloysious. R	A Study On Promotional Strategies Adopted By Private FM Radio Stations In Chennai	University of Madras	M.Sc- 2007
25	Prabhu. D	Makkal Tv Programmes – An Audience Perspective	University of Madras	M.Sc - 2007
26	Antony Gerald Joseph	Impact Of Computer Games Among Youth	University of Madras	M.Sc - 2007
27	Saranya. B	Comparison Of Advertisements In Dailies And Radio	University of Madras	M.A -2007
28	Malathi. A	Comparative Analysis Of Contents Of Ananda Vikatan And Kumudam Magazines	University of Madras	M.A- 2007
29	Uma Prakash.V	A Comparative Study Of Satisfaction Level Among Cable, STB And DTH Users	University of Madras	M.Sc-2007
30	Ramesh. T	An Analysis Of Programmes Of Private FM Channels	University of Madras	M.A- 2008
31	Kavitha. S	Readers Response On Pre Commencement Of Times Of India In Chennai	University of Madras	M.A- 2008
32	Avinaash. M. Kastura	Film Analysis Of <i>Gowariker's</i> Three Magnum Opus Movies – <i>Jodhaa Akbar</i> , <i>Lagaan</i> And <i>Swades</i>	University of Madras	M.A- 2008
33	Glorious Stephen	An Analytical Study Of Participation Level In Participatory Videos And Community Documentaries	University of Madras	M.A -2008
34	Sathis Kumar. N	Atheism In Tamil Films – A Content Analysis	University of Madras	M.Sc-2008
35	Ronald Jabaraj	An Analysis Of Listenership Of FM Channels In Night Time	University of Madras	M.Sc-2008
36	Amalan Arokiaraj. A	A Content Analysis Reality Tamil Films With Reference To <i>Kuppi</i> And <i>Mirugam</i>	University of Madras	M.A -2008
37	Balu. N	An Analytical Study Of Tamil Film ' <i>Periyar</i> '	University of Madras	M.Sc - 2008

## Professional Activities: Professional Society and Academic Bodies

- (1) **Member** - Press Club, Chennai since 1992.
- (2) **Member** – Reporter Guild, Chennai since 1992.
- (3) **Member** - Press Relations Forum, Tamilnadu Chapter
- (4) **Member** – Public Relations Society of India
- (5) **Member** - Communicators' forum, Puducherry,
- (6) **Member** – BOS in Manonmaniam Sundaranar University, Tirunelveli
- (7) **Member** – BOS Bharathiyar University, Coimbatore
- (8) **Member** – Board of Examiners, Calicut University
- (9) **Member** – Board of Examiners, University of Madras, Chennai.
- (10) **Member** – Board of Examiners, Bharathidasan University, Tiruchirappalli
- (11) **Member** – Board of Examiners, PSC Arts and Science College, Coimbatore
- (12) **Member** – Executive council, Association of Communication Teachers (Tamilnadu and Puducherry chapter)
- (13) **Member**- Tamilnadu History Congress
- (14) **Former Member** – Academic Council, Sri Adiparasakthi College, Kutralam.

## Conferences organised

S.no	Name of the conference/seminar/symposia/workshop	Organised by	Place	Duration	National/International
1.	Workshop on Curriculum Development	Department of Journalism, University of Madras	UNOM Chennai	Jan 25-27,2001	
2.	Folk Media for Communication and Dissemination of Development Information	Departments of Journalism/communication	MIDS Chennai	April 27, 2001	
3.	International Conference on Communication for Development in the Digital Era	Department of Journalism/Communication, University of Madras.	Chennai	Feb,6-8, 2002	International
4.	Regulating cyberspace : Implications for new media professionals	Department of Journalism/Communication, University of Madras, AMIC and UNESCO	Chennai	Aug.1-2, 2002	National



5.	Emerging Media Policies in India convergence, commerce and the community	Department of Journalism/Communication, University of Madras,	Chennai	March 24-25,2003	National
6.	Panel Discussion of Role of Media on Tsunami: Prospects and retrospect	Department of Mass Media and Communication Studies and ACTION AID	Chennai	March, 2005	National
7.	Information Communication and Technology for Gross root level for Development	Department of Mass Media and Communication Studies and Department Information Science, University of Madras	Chennai	March 2005	National
8.	Performing Arts and the Empowerment of Marginalised Communities	Department of Mass Media and Communication Studies, University of Madras	Chennai	August 20, 2008	
9.	Workshop on Inter cultural communication	Department of Mass Media and Communication Studies University of Madras and Nanzan University, Japan	Chennai	Sep 20, 2008	
10.	Bharathi –In the eyes of the Media	Department of Mass Media and Communication Studies, University of Madras	Chennai	October 31, 2008	
11.	Workshop on Writing for Audio-Visual media	Department of Mass Media and Communication Studies, University of Madras	Chennai	October 16-17, 2008	Regional
12.	Talk on importance of Mass Media in the US election process	Department of Mass Media and Communication Studies, University of Madras and US Consulate General, Chennai	Chennai	October 17, 2008	
13.	M. Singaravelar's 150 <sup>th</sup> anniversary seminar	Department of Mass Media and Communication Studies	Chennai	March, 16, 2009	
14.	<i>Dinamalar</i> Founder T.V. Ramasubbaiyar Centenary Celebrations Seminar-I	Department of Mass Media and Communication Studies	Chennai	March, 25, 2009	Regional
15.	<i>Dinamalar</i>	Department of Journalism	Chennai	Oct2009	Regional

	Founder T. V. Ramasubbaiyar Centenary Celebrations Seminar-II	and Communication			
16.	Media scape	Department of Journalism and Mass Communication, Periyar University, Salem	Salem	Apr.28, 2010	
17.	Media workshop for Local Journalist	Department of Journalism and Mass Communication, Periyar University, Salem	Salem	May, 2010	
18.	Media Literacy	Department of Journalism and Mass Communication, Periyar University, Salem	Salem	Sep.21, 2010	

### Any other

- Before I joined in the present position in the Department of Journalism and Mass Communication, Periyar University in 2010, I had three stints in media academic and research, after the completion of M.Phil in 1991. In my first media experience, I was working as a *Correspondent* and *Sub-Editor* in 'Tamizhan' and 'Dinamalar', a leading Tamil Newspapers for about three years. Then I got selected as Junior Grade officer of Indian Information Service (IIS) by UPSC, to serve in the various media units of Ministry of Information and Broadcasting, Govt. of India for about seven years. In 2000, I became academics and researcher after joined as Lecturer in Department of Journalism and Communication, University of Madras and completed Ph.D. Totally I have put in about 20 (Twenty) years of Media professional, research and administration experience.
- With above mentioned rare combination of rich experience in Media profession, academic, research and administrative, working with the vision to develop the Department as a **UGC-SAP** Department and put initiative to develop the Department as a **Centre for Media Studies, Training & Research (CMS -T&R)** in future.