



► **Dr.M Anuradha**

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Course	Institution / University	Subject	Year
<i>Ph.D.,</i>	<i>University of Madras, Chennai, TamilNadu</i>	<i>Communication</i>	<i>May 2008</i>
<i>M.Phil.,</i>	<i>PSG College of Arts and Science, Coimbatore, TamilNadu</i>	<i>Communication</i>	<i>April 1994</i>
<i>M.A.,</i>	<i>PSG College of Arts and Science, Coimbatore, TamilNadu</i>	<i>Communication</i>	<i>May 1992</i>
<i>B.A.,</i>	<i>Madurai Kamaraj University, Madurai, TamilNadu</i>	<i>History</i>	<i>October 1989</i>

Educational Qualification

Name of the Institution	Period	Designation
<i>Dr.G.R.Damodaran College of Science</i>	<i>21-8-1995 to 2-6-2000</i>	<i>HOD</i>
<i>Women's Christian College</i>	<i>3-6-2000 to 1.7.2001</i>	<i>Lecturer</i>
<i>Hindusthan College of Arts and Science</i>	<i>2.09.2001 to 29.4.2008</i>	<i>Lecturer</i>
<i>PSG College of Arts and Science</i>	<i>16-6-2008 to 8 -12-2008</i>	<i>HOD</i>
<i>Periyar University</i>	<i>12-12-2008 to till date</i>	<i>Assistant Professor</i>

Teaching Experience

List of Publications in the last five years (2008-2012)

S. No	Title of the Paper	Name of the Journal, vol. no, issue, year, Pages No's	Publisher	National/ International
1.	<i>Adolescents and Cellular Phones – A Cultural Perspective</i>	<i>Progressive Outlook (Quarterly) Vol: III, No:1-A (Special Issue – Jan, 2013) Page No.147-153</i>	IDEAL Foundations	International ISSN No. 2231 - 2358
2.	<i>Gender Stereotyping in Television Commercials Aimed at Children In India</i>	<i>Media Asia, VOL 39 NO 4,2012 Page No.209-215</i>	NANYANG TECHNOLOGICAL UNIVERSITY	International ISSN No. 0129-6612
3.	<i>Culture Marketing</i>	<i>THAVAN IJRMS Vol-01: Issue-01 Oct – Nov. 2011 Page No. 65-70</i>	THAVAN International Journal of Media Science	International ISSN No. 2277-1115
.	<i>ICT and Gender Divide in India – A Women's Perspective</i>	<i>The Journal of Media Studies Vol 1 Issue 1 January 2010 Page No. 48-54</i>	Department of Communication, Manonmaniam Sundaranar University, Tirunelveli	National ISSN No. 09740384

Book Chapter

S. No	Title of the Book/ Articles in Edited volumes with page no's / ISBN no.	Year	Publishers with ISBN Details
1.	<i>Mass Communication & Art of Advertisement ISBN 978-81-907473-1-8 Page No. 174-178</i>	2009	Tholmurugu Publications, Pudhucherry

Project

S. No	Title of the Project	Funding Agency	Duration of the Project
01.	<i>The Role of Communication in Creating Awareness about Sexual Abuse among School Girls in Salem</i>	UGC	2 years

Seminars/ Conferences/ Workshops organized

S. No	Title of the Program	National / International	Sponsors/ Funding Agencies	Period
1	<i>Capacity Building of Women Managers in Higher Education</i>	National	UGC	5 Days
2	<i>Script Writing</i>	Regional	Periyar University	2 Days

List of Publications in the Conference/ Seminar/ Workshop Proceedings

S. No	Name of the Conference National/ International	Title of the Paper	Period	Sponsors/ Organizers with venue
1.	<i>International Conference on Child and Adolescent Mental Health</i>	<i>The influence of Cellular Phones on Adolescents</i>	18 th & 19 th January 2013	UGC, Department of Social Work, Bharathidhasan University, Trichy
2.	<i>6th National Conference of Academy of Psychologists</i>	<i>Culture Marketing in Animation</i>	September 13 th & 14 th 2010	Directorate of Distance Education S V University, Tirupati
3.	<i>National Conference on Media, Education and Development</i>	<i>"Reality Shows"-Reel or Real?</i>	26 th 27 th February 2010	Department of Communication, Manonmaniam Sundaranar University

4.	<i>National Seminar on Emerging Trends in Media: The Rise of Digital Culture & its Impact on Information Society</i>	<i>Cellular Phones – A Cultural Perspective</i>	<i>21st & 22nd January 2010</i>	<i>Pondicherry University Centre for Electronic Media and Mass Communication</i>
5.	<i>4th International Seminar on Mass Communication -2009</i>	<i>Celebrity Endorsements Aimed at Children – An Ethical Issue</i>	<i>18th & 19th July 2009</i>	<i>Puducherry Communicators Forum</i>
6.	<i>International Conference on Development Communication in the Era of Globalization</i>	<i>Gender Stereotyping in Television Commercials for Children</i>	<i>9th – 11th July 2009</i>	<i>School of Media Studies, Loyola College & GCRA</i>
7.	<i>International Conference on ICT and Women Empowerment</i>	<i>ICT and Gender Divide in India- A Women's Perspective</i>	<i>27th February 2009</i>	<i>UGC SAPDRS 1 and AMIC Singapore</i>
8.	<i>National Seminar on Global Business Environment Challenges and Opportunities</i>	<i>Marketing Children?</i>	<i>28th & 29th January 2009</i>	<i>Periyar Institute of Management Studies, Periyar University</i>
9.	<i>State level Seminar on IQAC- Defining Parameters for Promoting Quality in Higher Education</i>	<i>Higher Education in Self-financing Colleges</i>	<i>19th & 20th December 2008</i>	<i>NAAC</i>