

V.Natarajan MA MPhil PhD

Professor and Head , Periyar University, Salem, Tamil Nadu

Academic Profile

Education

- Doctor of Philosophy (**Ph.D**) in Communication, Bharathiar University, Tamilnadu. (Regular) 2000
 - Master of Philosophy (**M.Phil**) in Communication, Bharathiar University, Tamilnadu. (Regular) 1990
 - Masters in Communication (**M.A**), PSG college of Arts and science, University of Madras (Regular), 1983
 - Bachelors in Botany (**B.Sc**), PSG college of Arts and science, University of Madras (Regular), 1981
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Work Experience

Teaching

Sl .No	Institution	Position Held	From	To	Experience
1.	Periyar University, Salem	Professor and Head	2010	Till date	03 years
2.	Addis Ababa University, Ethiopia	Associate professor	2005	2007	02 years
3.	Manonmanium Sundaranar University	Associate Professor	1994 2007	2005 2010	14 years
4.	PSG college of Arts and science	Assistant Professor	1983	1994	11 Years
Total Experience					30 Years

Media Experience

- Acted in Tamil feature film PAALAI [2011] which won the best Social Awareness Movie Award in *Norway International Tamil Film Festival 2012*,
- KAATUMALI ,a Tamil feature film under production
- Produced two short films named SITHILAM (RUINS), CLOSE YOUR EYES.
- Produced an Educational television programme on Intelligence.

Publications: Papers / Books Published

Journal Publications / Book chapters (International / National)	21
Presentations in International / National conferences	15
Books co-authored (in English)	04
Seminars / Conferences Organized	08

Journal Publications:

1. Home video and youth: A study of the young users of Home video in Coimbatore and madras. *ICCTR Journal*, 1996, Indian Council for Communication Training and Research, Volume V.
2. Quantitative analysis of the coverage of environment and health news in Dinamani, *The journal of Media Studies*, Vol.1, Issue.2, 2010.
3. **Dr V. Natarajan** & Filsete Kassaye , Development Communication Initiatives in Ethiopia: Studies on Communication and Health Related Issues , *Select Readings in Media Studies*, 2009.
4. A Comparative Analysis of Media Exposure of Indian Women in Tirunelveli and Muscat, **Dr V. Natarajan** & Parkavi. K, *The journal of Media Studies*.
5. Implication of Technology on Media Monitoring, **Dr V. Natarajan** & N.Thilaka, *New Media Technology and Society*.
6. Mass media experience in a tribal context: A study on Malayali tribes in Salem district, Tamil Nadu, P. Viduthalai, S.Kadeswaran & **Dr V Natarajan**, *International Journal of Current Trends in Research*.
7. *New Media Technology and Society*, S Spurgeon and **Dr V Natarajan**, Paramount Publishing House [2012].
8. *New Media Technology and Society*, N Thilaka and **Dr V Natarajan**, Paramount Publishing House [2012].
9. ACT TNP and Pondicherry University, N Gomathi, R Ravishankar and **Dr V Natarajan**
10. Bridging the Digital Divide – Social Networking Sites as an educational tool, Sasikala and **Dr V Natarajan**, *Social Media in Education – New Horizon*, Saradha College of Education, Salem with TN Teachers Education University[UGC Sponsored].

11. Interpersonal Communication between doctors and patients, **Dr V Natarajan** and Deiva sree Anbu, ISBN: 13-978-81-910508-5-1, *Tamil Nadu Science Congress Conference* organized by Periyar University Salem.
12. Framing of accidents in print media, **Dr V Natarajan** and S.Kadeswaran, *Tamil Nadu Science Congress Conference* organised by Periyar University Salem, ISBN:13-978-81-910508-5-1
13. Will you save my Technology? – Mobile 6.phones, **Dr V Natarajan** and R.Vetha Jothi, *Tamil Nadu Science Congress Conference* organised by Periyar University Salem, ISBN:13-978-81-910508-5-1
14. The Representation of Social Issues concerning ethnic group in print media, **Dr V Natarajan** and Viduthalai , *Tamil Nadu Science Congress Conference* organised by Periyar University Salem, ISBN:13-978-81-910508-5-1
15. Dynamics of online readers' comments and the online media – a content analysis, **Dr V Natarajan** and N Tilaka, *International Conference on IT and E Government and Applications, IISRC Abu Dhabi UAE*.
16. New paradigm of E-learning through social networking sites, *Indian Journal of scholarly research*, ISSN:2278-8271
17. A study on the uses behavior of mobile phone among college students in Coimbatore, *Indian Journal of scholarly research*, ISSN:2278-8271
18. Social networking sites: an effective tool for civic participation- A case study on India against corruption movement, *Indian Journal of scholarly research*, ISSN: 2278-8271
19. Gender difference on self disclosure motives in computer mediated interpersonal communication among college students, *Indian Journal of scholarly research*, ISSN: 2278-8271
20. Deconstruction of George Arvel's Animal form in the context of contemporary political scenario in *International conference on story concept for media in Tamil and English literature*, Loyola College, Chennai.
21. Discourse analysis around love in Fyodor Dostoevsky's White Nights, in *International conference on story concept for media in Tamil and English literature*, Loyola College, Chennai.

Ph.D. and M. Phil Guidance

Ph.D Awarded	:	01
Ph.D Thesis Submitted	:	07
Ph.D Synopsis Submitted (about to submit the Dissertation)	:	01
Ph.D Pursuing	:	06

Personal Details:

Date of Birth	:	22.12.1960
Gender	:	Male
Marital Status	:	Married

(Updated 09th Sep, 2014)