

Assistant Professor, Periyar University, Salem, Tamil Nadu

R.Subramani.Ph.D.,

Academic Profile

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Education

- Doctor of Philosophy (**Ph.D**) in Communication-Tamil (Interdisciplinary), University of Madras (Regular) 2005
 - Masters in Communication (**M.A**), University of Madras (Regular), 1997
 - Bachelor of Bio-Chemistry(**B.Sc**), Islamiah College, Vaniyambadi, (Regular), 1991
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Work Experience

SI.No	Institution	Position Held	From	To	Total Experience
Teaching					
1	Periyar University	Assistant Professor	07 November 2008	Till date	
2	Anna University Chennai	Lecturer	18 March 2004	05 November 2008	4 Years 8 Months

Area of Research

Tamil Journalism, Social and Cultural History of Tamil Media, Dravidian Movement Journalism
Social Media, Alternate Media, New Media studies

Publications: Papers / Books Published

1	Journal Publications/Book chapters (International/National)	16
2	Presentations in International / National conferences	21
3	Author of books (in Tamil)	05
4	Books co-authored (in English)	01
5	Seminars / Conferences Organized	08
6	Project -Completed	01

Journal Publications:

1. **R.Subramani**, *Media Coverage of Crime, Public Perceptions and Human Rights Violations*, The journal of Media Watch an international research journal in communication and media, Vol.3 Nov.3, July - December 2012.
2. **R.Subramani**, V.Natarajan, *Quantitative Analysis of the Coverage of Environment and Health News in Dinamani*, the Journal of Media Studies, Vol.1, Issue.2, 2010.
3. **R.Subramani**, *Popularity of English Language Portals among the University Students of Tamil Nadu*, Mass Communicator, International Journal of Communication studies, Jagannath International management school, Vol.4,No.4,Pg 23-27, June- December 2010.
4. **R.Subramani**, *Effectiveness of Interpersonal Communication between Doctors and Patients*, Journal of Global Communication, Global Communication Research Association (GCRA), North Ryde, New south Wales, Sydney, Australia, Vol.3, Issue.1, 2010,Pg. 57-61.
5. **R.Subramani**, *Emergence of Blog and its impact on Mainstream Journalism*, Media watch, Centre for communication studies, vol.1, Number. 1, July-December 2010, Pg.42-46
6. **R.Subramani**, *Origin of language and evolution of communication*, Journal of the institute of Asian Studies, Institute of Asian Studies, Vol. XXII, No.2,Sep 2004, Released on June 2010 Pg.83-91
7. **R.Subramani**, *Insight through Body Language and Non verbal Reference in Thirukural*, Language in India, www.languageinindia.com, February 2010,Pg. 260-271
8. **R.Subramani**, *Effective use of ICT in the Empowerment of Women*, The Journal of Media Studies, Vol.1,Issue.1, January 2010,Pg. 156-161
9. **R.Subramani**, *Effective use of Language in Communicating News through Political Emergency*, Language in India, www.languageinindia.com , November 2009,Pg. 329-341
10. B.J.Geetha- **R.Subramani**, *A plea for the use of language portals in imparting Communication skills*, Language in India, www. language inindia.com, November 2009, Pg. 130-136
11. **R.Subramani**, *Floral Communication in Ancient Tamil Literature*, Journal of the institute of Asian Studies, Institute of Asian Studies, Vol.XXI No.1,Dated September 2003, Released on July 2009, Pg. 79-87
12. **R.Subramani**, *Tamil Journalism during Emergency period*, Journal of the institute of Asian Studies, Institute of Asian Studies, Vol.XIX, No.2,Dated March 2002, Released on January 2007, Pg. 55-69

Book Chapters:

13. **R.Subramani**, *Promotion of Human Rights culture in Higher Education*, Human Rights Challenges of 21st century, Kalpaz Publications, Delhi-52, 2007, Pg 159-169
14. **R.Subramani**, *Electronic Media Content Regulation and Freedom of Expression*, Mass Communication – Radio and Television, Thol Elamurugu Publication, Puducherry July 2007, Pg 617-623

15. Maa.Tamizhparithi - **R.Subramani**, *Role of Farm and Home Radio Programme in the development of Agriculture*, Mass Communication –Radio and Television, Thol Elamurugu Publication, Puducherry July 2007,Pg 634-640
 16. **R.Subramani**, *Disaster - Role and Responsibility of Media*, Media and Disaster, Educational Multimedia Research Centre, Chennai - 25 (p.64)
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Presentations in International Conferences:

1. **R.Subramani**, *Freedom of Expression in the Social Media*, Presented paper in the International Tamil Internet Conference 2012 organized by INFITT,USA and Annamalai University , Chidambaram, Tamil Nadu, India, December 2012
2. **R.Subramani**, *Investigating the Knowledge, Approach and Performance of Regional Media Journalist towards the Environmental conflicts in Tamil Nadu*. Presented paper in the 12th Indian Science Communication Congress 2012 organized by National Council for Science & Technology Communication (NCSTC, DST), New Delhi Vidya Deep Foundation (VDF), Maharashtra at Indian National Science Academy(INSA), New Delhi, December 2012. *Received the Best Paper Award.*
3. C.Kurinchivannan - **R.Subramani** , *Study the Role of Facebook In Natural Resource Conservation and Disaster Management*, Presented paper 12th Indian Science Communication Congress 2012 organized by National Council for Science & Technology Communication (NCSTC, DST), New Delhi Vidya Deep Foundation (VDF) Maharashtra at Indian National Science Academy(INSA), New Delhi, December 2012
4. Mohanasudhan.M - **R.Subramani** -, *Communicating science: An analysis of the regional newspaper coverage of Science and Health issues with special reference to the recent Dengue fever emergency in Tamil Nadu*, Presented paper 12th Indian Science Communication Congress 2012 organized by National Council for Science & Technology Communication (NCSTC, DST), New Delhi Vidya Deep Foundation (VDF), Maharashtra at Indian National Science Academy(INSA), New Delhi, December 2012
5. C.Kurinchivannan - **R.Subramani** - D.V.Nithyananthan , *Reach and Popularity of Social Media among the research scholars*, Presented paper in an International conference on Good Governance and Sustainable Development, Organised by Department of Political Science, Annamalai University, Chidambaram, May 2012.
6. **R.Subramani**, *Media's Silence on environmental Reporting: Despising, Deliberate, Deceptive on Indecisive*, Presented Paper in the Humboldt Kolleg and International conference on Recent Advancements in Earth Resources: The Road to the Future(Earth-Future) organized by Periyar University at GRT Hotel, Salem, India on 7-9 September 2011
7. **R.Subramani**, *Effectiveness of online English portals in imparting communication skills in pedagogy*, Presented paper in 7th International 'Language for Specific Purposes' Seminar on 'Glocalisation of New Literacies' organised by **University Malaysia Technology**, at the Best Western Premier Seri Pacific Hotel, **Kuala Lumpur, Malaysia** on May 2010

8. **R.Subramani**, *The use of Multimedia in Teaching Tamil through internet*, Presented Paper in International conference on Tamil Internet 2009 organized by The Institute of Indology and Tamil Studies of the University of Cologne, Germany and the Information forum for Technology in Tamil, **University of Cologne, Germany** October 2009
 9. **R.Subramani**, *Effectiveness of Interpersonal Communication between Doctors and Patients*, Presented Paper in International conference on Development Communication in the era of Globalization organized by Global Communication Research Association-Sydney and Department of Media Studies, Loyola College, Chennai, July 2009
 10. **R.Subramani**, *Effective use of ICT in the Empowerment of Women*, Presented Paper in International conference on ICT and Women Empowerment organized by Department of Communication, Manonmaniam Sundarnar University, Tirunelveli, February 2009
 11. **R.Subramani**, *Strengthening the role of media in ensuing transparency in governance- Reference to Right to information Act*, Presented Paper in UGC-Internal national conference on Digitalizing Administration challenges and issues organized by Department of Public Administration, Presidency college, Chennai-5, March 2008
 12. **R.Subramani**, *Empowering Rural Women and Youth Using ICT in Tamil Nadu - an Exploratory Study of RASI Project*, Presented Paper in CMS symbols symposia on Communication for social Development organized by Centre for Media Studies – Central University, Hyderabad, November 2007
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Presentations in National Conferences:

13. **R.Subramani**, *Right to Information Act: Current Issues and Challenges in Obtaining Information*, Presented Paper in National Seminar on Transparency and Accountability in Public Administration (SOPPA), organized by Tamil Nadu Open University, Chennai, November, 2010
14. **R.Subramani**, *Emergence of Blog and its impact on Mainstream Journalism*, presented paper in national conference on Emerging trends in Media: The rise of Digital culture and its impact on information society organized by central University Pondicherry, January 2010
15. **R.Subramani**, *Human Rights outlook and self respect thoughts of Rationalist Periyar*, Presented Paper in ICSSR Sponsored national conference on New Human Rights Dimensions Obstacles and challenges Development Communication in the era of Globalization organized by Periyar University, Salem, October 2009
16. **R.Subramani**, *Challenges of Poverty Reporting in the Regional Newspapers*, Presented Paper in the seminar on Developing Poverty reporting standards for the media conducted by Asian Region world association for Christian Communication (AR-WACC), Gurukul, Chennai January 2009

17. **R.Subramani**, *Electronic media content regulation and the freedom of expression*
Presented Paper in second international seminar on Mass Communication organized by
Puducherry Communication Forum & Puducherry Institute of Linguistics & Culture,
Puducherry, July 2007
 18. **R.Subramani**- Maa.Tamizhparithi, *Role of Farm and Home Radio Programme in the
Development of Agriculture*, Presented Paper in second international seminar on Mass
Communication organized by Puducherry Communication Forum & Puducherry Institute of
Linguistics & Culture, Puducherry, July 2007
 19. **R.Subramani**, *Portrayal of Human Rights principles and crime investigations in the Media*,
Presented Paper in UGC'S sponsored national seminar on Human Rights organized by
Popes College, Swarapuram, Tutucorin, August 2007
 20. **R.Subramani**, *Right to Information; Dreams to Reality-A stair to good governance*,
Presented Paper in UGC'S sponsored national seminar on Factionalism and Human Rights
organized by Sri Venkateswara University, Tirupati, March 2007
 21. **R.Subramani**, *Human Rights Culture in Higher Education*, Presented paper in UGC'S
sponsored national seminar on Human Rights –Twenty First Century Challenges organized
by Presidency College, Chennai, March 2007
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Book (English):

1. R.Sridher- **R.Subramani**, *Media and Disaster*, Educational Multi Media Research Centre,
Chennai – 600025, 2005

Books (Tamil):

2. **R.Subramani**, *Macaulay*, Saalaram Publications, Saidapettai, Chennai-15, 2007
 3. **R.Subramani**, *Inthiyavil Nerrukadinelai* (Emergency in India) Saalaram Publications,
Alwarpet, Chennai-14, 2006
 4. **R.Subramani**, *Kudumba Vanmurai thadai Chattamm* (Domestic violence act) Saalaram
Publications, Chennai-14, 2006
 5. **R.Subramani**, *Uiyurodupudhaikapattavan* (Buried Alive, Translation of great patriotic Ajit
Singh's Autobiography) Saalaram Publications, Chennai-14, 2006
 6. **R.Subramani**, *Thagaval Perum Urimai* (Right to Information) Ponni Publications, Chennai-
14, 2005
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Research Project:

Title of the Project : The Reach and Use of Social Media among the University
Students of Tamilnadu
Funding Agency : ICSSR, MHRD, Government of India
Sanctioned Amount : Rs.1.60 Lakhs

Conferences / Seminars Organized:

- International conference on Earth Future sponsored by Humboldt Foundation, Germany at Periyar University, Salem, September 6-9,2011 (Organizing Secretary)
 - National conference on *New Human Rights Dimensions, Obstacles and Challenges* held on October 22-23, 2009 at Periyar University, Salem sponsored by Indian Council for Social Science Research (ICSSR) (Organizing Secretary)
 - Special Lecture Programme on Peiyar as a Journalist, in Peiyar University, Salem, September 2011
 - Workshop on Television Production in Periyar University, Salem, November 2011
 - National level seminar on "Media and Disaster", Co-sponsored by the Educational Multimedia Research Centre, March, 2005
 - National level seminar on youth and media sponsored by Yuva Sakthi August 2006, Chennai
 - National level photo festival and wild life photography, Anna University, Chennai
 - National level Students Short Film Festival, Gate Way Awards, Anna University Chennai-25, 2005/2006/2007
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Resource Person in Workshop /Seminars:

- Delivered a Special lecture on Communication as performance to the Faculty members of DIET, Government of Tamil Nadu held at Jairam College Salem, 29.06.2012.
- Delivered a lecture on *Communication as Performance* in Mangalapuram Government Higher secondary School, Mangalapuram, Namakkal District, 28 January, 2012.
- Delivered a lecture on *Art of Communication* in the Bio Chemistry Association, Islamiah College, Vaniyambadi, 08 January, 2012.
- Delivered a lecture on *Media Myth and Reality* in the National level RYLA, organized by rotary club of Tamil Nadu, Yercad.
- Delivered a lecture in the workshop on Process Documentation of innovative and successful experiments in total sanitation campaign, organized by UNICEF and DRDA, Government of Tamil Nadu, Tiruchirappalli, November 21-23, 2008.

- Delivered a lecture in the special work shop on science writing for higher secondary school teachers conducted by Anna University, Chennai-25.
 - Delivered a lecture in the workshop on capacity building for self help group women through community Radio conducted by Anna university, Chennai-25.
 - Delivered a lecture in the workshop for working Journalists on Right to Information Act conducted by SRM College, Chennai.
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Overseas visits:

- Visited **University of Cologne, Cologne, Germany** to present Paper in an International conference on Tamil Internet 2009 organized by The Institute of Indology and Tamil Studies of the University of Cologne, Germany and the Information forum for Technology in Tamil, United states of America, October 2009
 - Visited **University Malaysia Technology, Kuala Lumpur, Malaysia** to Present paper in 7th International 'Language for Specific Purposes' Seminar on 'Glocalisation of New Literacies'.
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Documentaries directed and produced:

- Directed and Scripted a Documentary on Veteran Periyarist Va.Anaimuthu
 - Directed and scripted a Documentary on *Tsunami* for Educational Multi Media Research Centre, Chennai.
 - Prepared a Script for Documentary on self help group for women development corporation, Government of Tamil Nadu
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Current Research Work:

- Studies on the Social History of Pre Independence Tamil Periodicals
 - Media Portrayal on the marginalized people
 - Media Portrayal on the Science and Environmental issues
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(updated 10th January, 2013)