

**Name:**

**S. shanmuga Mohana**

**Designation: Lecturer**

**Department: Visual**

**Communication**

**Date of**

**Joining: 29 sep  
2011**

**Phone**

**with**

**Extn.**

**No:**

**Email:**

**shanmugamohana@gmail.co  
m**



**Educational Qualification:**

| <b>Degree</b> | <b>Subject</b>                            | <b>College / University &amp; Place</b>  | <b>Year Completed</b> |
|---------------|---|--|-----------------------|
| B A           | English Literature                        | A P C Mahalakshmi College for Women,<br>Thoothukudi<br>Manonmaniam Sundaranar University,<br>Tirunelveli | 2003                  |
| MCJ           | Master of Communication<br>and Journalism | Madurai Kamaraj University, Madurai  | 2005                  |
| M A (DDE)     | English Literature                        | Alagappa University, Karaikudi   | May 2007              |
| M.Phil        | Mass Communication and<br>Journalism      | Madurai Kamaraj University, Madurai  | 2008                  |
| Ph.D          | Mass Communication and<br>Journalism      | Thiru.Vi.Ka Government Arts College,<br>Thiruvarur<br>(Bharathidasan University, Tiruchirapalli)         | Submitted             |
|               |   |  |                       |
|               |   |  |                       |

**Specialisation in Teaching:**

**Specialisation in Research: Cartoon and Television**

**Research Interests: Film and Advertisement**

**Other Work Experience:**

| <b>Designation</b> | <b>Institution / Company</b>                      | <b>Year - From (month/year) To (month/year)</b> |
|--------------------|---|---|
| Lecturer           | Auxilium College, Vellore                         | July 2005- April 2006                           |
| Lecturer           | St. Thomas College of Arts and Science, Koyambedu | December 2006 to May 2010                       |
|                    |   |   |

**Administrative /Academic Position/s (held / currently holding):**

| <b>Positions held / currently holding</b>  | <b>Year - From (month/year) To (month/year)</b> |
|--|---|
| Co ordinator – The American College, The Community College, Department of Media Technology | August 2018- till date                          |
|  |   |
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**Membership in Professional Bodies:**

**Publications:**

**Books:**

1. Scriptwriting and Visual Thinking – Department of Visual Communication (DDE) – Madurai Kamaraj University, Madurai

**Articles Published in International Journals:**

1. The Impact of cosmetic Products Advertisement among college students, IMRF, International conference on women Empowerment and social sciences – 2015, March 05-07, 2015
2. Department of Journalism and Mass Communication, Periyar University organized an international conference on Portrayal of social issues in Literature and Media, Title of the Paper: Parental Guidance towards children viewing cartoon channels, 10<sup>th</sup> Feb 2018

**Articles published in National Journals:**

1. Portrayal of Violence in Cartoon Channels with reference to superhero Characters – National Seminar on recent trends in media, Dec 18, 2017
2. Impact of Cartoon Programmes on Children in Madurai, Communication Today, ISSN 0975-217X
3. Innovative Trend in Cartoon Channels with special reference to mobile app, Research Direction EOI: 10.11.2019
4. Cultural Reflection of Indian and Japanese Cartoon Programs, Research Guru Online Journal of Multidisciplinary Subjects, Pg 1581-1584

**Conference / Seminar Presentations:**

| <b>Name of the Seminar/Conference/Symposia Workshop etc.,</b>           | <b>Name of the Sponsoring Agency</b> | <b>Title of paper</b>   | <b>Institution, Place and Date</b>   |
|---|--------------------------------------|---|--|
| Mass Media and Development Challenges and Strategies                    |                                      | Internet – Ethical and Regulatory Challenges                    | The New College, Chennai, 27 <sup>th</sup> Feb 2008                                |
| Women Empowerment and Globalization                                     |                                      | Women Empowerment: Opportunities and Challenges in Media        | Madurai Kamaraj University, Madurai 22 <sup>nd</sup> Jan 2015                      |
| National conference on Indian Media: Towards a Public Interest Paradigm |                                      | The Buying Behaviour of Television Advertisement among Children | Women's Christian College, Chennai, 26 <sup>th</sup> and 27 <sup>th</sup> Feb 2015 |
| National Seminar on Social Media 360 degree                             |                                      | The Virtual World: Role of Social Media Games in Digital Era    | Garden City College, Bangalore, 21 <sup>st</sup> Sep 2015                          |
|   |                                      |   |  |
|   |                                      |   |  |

**Lectures / Talks given:**

**NIL**

**Awards / Fellowships:**

**NIL**

**Doctoral Students**

**Completed:**

| Name of the student | Title of the thesis |
|---------------------|---------------------|
|                     |                     |
|                     |                     |

**Ongoing:**

| Name of the student | Title of the thesis |
|---------------------|---------------------|
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**UGC Sponsored Major Projects:**

| Title | Year of Award | Amount Awarded | Status of the project- Completed /Ongoing | Co-investigator, if any |
|-------|---------------|----------------|---|-------------------------|
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**UGC Sponsored Minor Project**

| Title | Year of Award | Amount Awarded | Status of the project- Completed /Ongoing | Co-investigator, if any |
|-------|---------------|----------------|---|-------------------------|
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**Overseas Academic Visits:**

**Other Activities / Academic Credentials:**