

Name: Dr. T. Shylaja
Designation: Assistant Professor
Department: Visual Communication
Date of Joining: 03.01.2014
Phone with Extn. No: 9486990905
Email: shylaja.jeba@gmail.com



Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph. D	Journalism and Mass communication	Madurai Kamaraj University	2012
MCJ	Journalism and Mass Communication	Madurai Kamaraj University	2006
M. Phil	English	Madurai Kamaraj University	2008
M.A	English	Scott Christian College, Nagercoil	2002
B.A	English	Neasamony Memorial Christian College, Martandam	1999

Specialisation in Teaching: Theories of communication, Media Laws, and Research Methodology

Specialisation in Research: Content analysis methods

Research Interests:

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Guest Lecturer	Madurai Kamaraj University	2007 – 2011

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

Positions held / currently holding	Year - From (month/year) To month/year)
Assistant Professor	03.01.2014 to Till date
Head of the Department	07.05.2016 to Till date

Membership in Professional Bodies:

- **Question paper setting Board, Alagappa University**
- **University Representative to different Board of Studies, Alagappa University**
- **University Representative to different Board of Studies, Bharathidasan University**

Publications:

Books:

- ✚ **Editor - A Guide to compete in Journalism and Mass Communication**

Articles Published in International Journals:

- ✚ **MEDIA COVERAGE OF ENVIRONMENTAL EFFECTS OF CHENNAI – ENNORE OIL SPILL’ International Journal of Innovative Knowledge Concept, Volume 4, Issue 4, Page No 28 - 30, April 2018 (ISSN – 2454 – 2415)**
- ✚ **‘POST DISASTER COVERAGE OF CYCLONE OCKHI IN A LEADING TAMIL LANGUAGE NEWSPAPER’ International Journal of Innovative Knowledge Concept, Volume 4, Issue 3, Page No 27-29, April 2018 (ISSN – 2454 – 2415)**
- ✚ **‘INVESTIGATIONS ON INFLUENCE OF BROADCAST AND DIGITAL MEDIA TOWARDS ACCULTURATION’ International Research Journal of Management, Science and Technology, Volume 8, Issue 5, Page No: 156, May 2017 (ISSN 2348 – 9367)**
- ✚ **PERCEPTIONS ON PERFORMANCE OF JOURNALISM STUDENTS IN BLENDED LEARNING ENVIRONMENT’ International Journal of Advanced Educational Research, Volume 3, Issue 1, Page No. 206-208, Jan – Feb 2018 (ISSN 2455 – 6157)**

- ✚ APPRAISAL OF IMPACT OF MIXED MEDIA COMMUNICATION METHOD IN AWARENESS GENERATION AMONG URBAN WOMEN' Human Rights International Research Journal, Volume 6, Issue1, Page No. 31 – 34, 2018 (ISSN 2320 – 6942)
- ✚ 'MEDIA COVERAGE OF DENGUE OUTBREAK IN TAMILNADU' Human Rights International Research Journal, Volume 6, Issue1, Page No. 135 – 138, 2018 (ISSN 2320 – 6942)
- ✚ 'MEDIA COVERAGE OF IMPACTS OF VARDHA CYCLONE IN TAMIL NADU' International Journal of Innovative Knowledge Concept, Volume 4, Issue 2, Page No 106 - 108, February 2018 (ISSN – 2454 – 2415)

Articles published in National Journals:

- ✚ 'ASSESSMENT OF ENVIRONMENTAL NEWS COVERAGE IN TAMIL AND ENGLISH DAILIES' Communication Today, Volume 12, Number 2, April – June, 2010
- ✚ 'LEARNING ENVIRONMENT THROUGH MASS MEDIA' Communication Today, Volume 13, Number 1, January – March, 2011
- ✚ 'REPORTING NEW AND RENEWABLE ENERGY BY TAMIL AND ENGLISH LANGUAGE DAILIES OF MADURAI' Communication Today, Volume 13, Number 4, October – December, 2011
- ✚ 'WILDLIFE PROTECTION AND FOREST CONSERVATION COVERAGE IN SELECTED DAILIES OF TAMIL NADU' Communication Today, Volume 15, Number 2, April – June, 2013
- ✚ 'INVESTIGATIONS ON IMPACT OF MASS MEDIA ON STUDENT COMMUNITY IN GENERATING AWARENESS ON RENEWABLE ENERGY' Journal of humanities and social science (Published by Tamil Nadu State Council for Higher Education), Volume 6, Number 1, May,2014.
- ✚ 'APPRAISAL OF LEARNING OF SKILL BASED SUBJECT THROUGH WHATSAPP BY URBAN UNDER GRADUATE STUDENTS' Journal of Advanced Research in Journalism & Mass Communication, Volume 5, Issue 1, Page No: 7-10, 2018 (ISSN 2395 – 3810)
- ✚ AN ASSESSMENT OF LEVERAGE OF MULTICOMMUNICATION THROUGH DIVERSE MEDIA IN IMPARTING KNOWLEDGE ON SOLAR APPLICATIONS TO RURAL STUDENTS' National Journal of Multidisciplinary Research and Development, Volume 3, Issue 1, Page No. 84 – 86, Jan – April 2018 (ISSN 2455 – 9040)
- ✚ 'CONTENT ANALYSIS OF ENVIRONMENTAL POLLUTION IN INDIA' MEDIA MUSINGS, Page No. 37 – 41, January 2014 (ISBN 978 – 81- 908837 – 3 – 3

Conference / Seminar Presentations:

- ✚ ENVIRONMENTAL EDUCATION THROUGH MEDIA' in the International Conference organized by Bharathidasan University, Tiruchi during 29 & 30, March, 2008
- ✚ 'ENVIRONMENTAL EDUCATION THROUGH EDUCATIONAL MEDIA' in the State Level Conference organized by Government Arts College, Melur, during 5 & 6, March, 2010
- ✚ 'SCIENCE COVERAGE IN WOMEN'S MAGAZINES' in the National Level Conference organized by Arulmigu Palani Andavar Arts College for Women, Palani on 15th March, 2008
- ✚ 'AN ASSESSMENT ON ENVIRONMENTAL NEWS COVERAGE IN A TAMIL NEWSPAPER' in the National Level Conference organized by St. Mary's College, Thoothukkudi during 8 & 9, September, 2006
- ✚ 'SCIENCE COVERAGE IN THE MAGAZINES OF KIDS' in the National Level Conference organized by Sree Kaleeswari College, Sivakasi on 1st June, 2008
- ✚ 'RENEWABLE ENERGY COVERAGE IN PRINT AND ELECTRONIC MEDIA' in the National Level Conference organized by Government Arts College, Melur on 15th October, 2010
- ✚ 'COVERAGE OF CINEMA NEWS IN TAMIL DAILIES' in the International Conference organized by Puducherry Communication Forum during 12 & 13, July, 2008.
- ✚ 'SCIENCE COMMUNICATION IN INDIA : STATUS, TRENDS AND CHALLENGES' in the National Level Conference organized by Cardamom Planters Association College, Bodi during 3 to 5, March, 2008
- ✚ 'ENVIRONMENTAL COVERAGE IN TAMIL DAILIES' in the National Level Conference organized by Madurai Kamaraj University, Madurai during 17 & 18, May, 2008
- ✚ 'ONLINE EXPLORATION OF ACTION AND ACHIEVEMENT OF CHIPKO MOVEMENT' in the National Level Conference organized by Jeyaraj Annapackiam, Periyakulam during 7 & 8, February, 2018
- ✚ 'DIGITAL MEDIA COVERAGE OF TRIALS AND TRIUMPH OF SAVE SILENT VALLEY ENVIRONMENT MOVEMENT' in the National Level Conference organized by Jeyaraj Annapackiam, Periyakulam during 7 & 8, February, 2018

- ✚ 'INVESTIGATIONS ON INTELLIGIBLE GAINS OF CONTENT ANALYSIS COUPLED INTERVIEW METHOD IN ENVIRONMENT REPORTING RESEARCH' in the National Level Conference organized by Subbulakshmi Lakshmipathy College of Science, Madurai, during 18,December, 2018
- ✚ 'DESCRIPTIVE ANALYSIS ON COGNITIVE, AFFECTIVE AND BEHAVIOURAL VARIATIONS IN SELECTED USER OF SOCIAL MEDIA' in the National Level Conference organized by by Subbulakshmi Lakshmipathy College of Science, Madurai, during 18,December, 2018
- ✚ 'COVERAGE, PORTRAYAL AND CONTENT ANALYSIS OF GLOBAL EFFECTS OF AIR POLLUTION IN MEIDA' in the National Level Conference organized by by Subbulakshmi Lakshmipathy College of Science, Madurai, during 18,December, 2018
- ✚ 'EVALUATION OF INDIVIDUALS CAPACITY AND ITS EFFECTS IN THE LEARNING PROCESS THROUGH NEW MEDIA' in the National Level Conference organized by by Subbulakshmi Lakshmipathy College of Science, Madurai, during 18,December, 2018
- ✚ 'DEVELOPMENT OF DIGITAL CONTENT OF CONCRETE PICTORIAL - ABSTRACT APPROACH AND ITS VALIDATION THROUGH SOCIAL MEIDA' in the National Level Conference organized by by Subbulakshmi Lakshmipathy College of Science, Madurai, during 18,December, 2018
- ✚ 'APPRAISAL OF IMPACT OF MIXED MEDIA COMMUNICATION METHOD IN AWARENESS GENERATION AMONG URBAN WOMEN' in the International Level Conference organized by IMRF Group of Educational Institution, Karnataka, during 19 & 20, January, 2018
- ✚ 'MEDIA COVERAGE OF DENGUE OUTBREAK IN TAMILNADU' in the International Level Conference organized by IMRF Group of Educational Institution, Karnataka, during 19 & 20, January, 2018
- ✚ ' Content analysis on Economic realities in the parables of chief priest of christianity' ' in the National Level Conference organized by Cardamom Planters Association College, Bodi, during 5, January, 2018
- ✚ ' Thematic Analysis on trade and commerce in the selected books of old Testament' 'in the National Level Conference organized by Cardamom Planters Association College, Bodi, during 5, January, 2018
- ✚ 'APPRAISAL OF NEW AND SOCIAL MEDIA LEVERAGE ON ACCULTURATION OF THEOLOGICAL STUDENTS' in the International Level Conference organized by VVV College, Virudhunagar, during 11 & 12, January, 2018

- ✚ 'Online Exploration of Christian Ecology' in the International Level Conference organized by Madurai Kamaraj University, Madurai, during 6th March, 2018
- ✚ 'Thematic Analysis on Environmental Protection in Daily Devotionals' in the International Level Conference organized by Madurai Kamaraj University, Madurai, during 6th March, 2018
- ✚ 'Content Analysis on Ecological Realities in the Parables of Chief Preacher of Christianity' in the International Level Conference organized by Madurai Kamaraj University, Madurai, during 6th March, 2018sc

Lectures / Talks given:

- ✚ Served as a Resource Person and Delivered an invited talk on 10-Day National Programme on Eco – Media & WaSH Science Communication
- ✚ Served as a chief guest in Rani Anna Govt. College, Thirunelveli

Awards / Fellowships:

- ✚ Best Publisher Award from Tamil Nadu Govt in 2008
- ✚ Best Editor Award from Tamil Nadu Govt in 2009
- ✚ Best Achiever Award from Elite Icon Women Awards in 2022

Doctoral Students

Completed:

Name of the student	Title of the thesis
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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
Investigations on Social Media and their impacts on Personal Social and Academic Domines of urban based student community	2016	150000	Completed	-----

Overseas Academic Visits: Nil

Other Activities / Academic Credentials:

- ✚ Member, Board Studies, Fatima College, Madurai
- ✚ Subject Expert, Board of Studies, Subbulakshmi College, Arupukottai
- ✚ Member, Board of Studies, Madurai Kamaraj University, Madurai
- ✚ Member, Board of Studies, Alagappa University, Karaikudi
- ✚ Member, Doctoral Committee, Mr. Babu Shajan, EVR Govt College, Trichy
- ✚ Member, Doctoral Committee, Mr. Dinesh Kumar, Madurai Kamaraj University, Madurai
- ✚ Member, Doctoral Committee, Mrs.Prabha, EVR Govt College,Trichy
- ✚ Member, Doctoral Committee, Mrs. Seethakumari, EVR Govt College,Trichy
- ✚ Member for Inspection, Cluster College, Coimbatore, Alagappa University
- ✚ Member for Inspection, Study World, Coimbatore, Alagappa University
- ✚ Member for Inspection, Lord Jeganath College, Nagercoil, Alagappa University
- ✚ External Auditor, EVR Govt College,Trichy
- ✚ External Auditor, Aynadar Janaki Ammal College, Sivakasi
- ✚ Served as a Judge to evaluate Short Films, Collector Office, Madurai
- ✚ Served as a Judge for Inter Departmental Culturals in Lady Doak College, Madurai