

Dr. S. SHANMUGA MOHANA

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OBJECTIVE

To pursue a promising career in Media Studies. A highly dynamic personality and caliber to work in a challenging environment. To motivate, encourage and share the insights with future generations from a different perspective

EDUCATIONAL STRENGTH

DOCTORATE – JOURNALISM AND MASS COMMUNICATION

Ph.D. in Bharathidasan University, Trichy
Research Centre: Thiru. Vi.Ka Government Arts College, Thiruvarur
Department of Journalism and Mass Communication

M.Phil – Mass Communication and journalism (2008)

Madurai Kamaraj University (DDE)
Palkalai Nagar, Madurai

Percentage Attained: 54%

MCJ – Master of Communication and Journalism

2003-2005, Madurai Kamaraj University (regular)
Palkalai Nagar, Madurai

Percentage Attained: 72%

M.A – English Literature (DDE)

2007, Alagappa University, Karaikudi

Percentage Attained: 55%

B.A – English Literature

2000-2003, A.P.C Mahalakshmi college for women
Thoothukudi 628 001

Percentage Attained:66%

HSC

St, Aloysius Girls Higher Secondary School, Thoothukudi

Percentage Attained:75%

SSLC

St, Aloysius Girls Higher Secondary School, Thoothukudi

Percentage Attained:79%

EXPERIENCE

- Working as an Assistant Professor in the Department of Visual Communication, The American College, Madurai (till Date)
Acting as a Co-ordinator for B. Voc (Bachelor of Vocational) course (Media Technology)
- Worked as a Lecturer in Auxilium College, Vellore in the Academic Year 2005-2006. **(PG)**
- Worked as a Lecturer in St. Thomas College of Arts and Science, Koyambedu, Chennai from 2006-to 2009. **(Both UG and PG)**
(SUBJECTS HANDLED) – Audiography, Script Writing and Direction, Introduction to Communication, Media Laws and Ethics, Media Organization, Television Production, Television Production Management, Elements of Film Studies, Advertising.
- Worked as a Researcher for the Infotainment Serial “**Pathivugal**” telecasted on Captain TV

C0- CURRICULUM

Completed Digital Marketing Course (2022) in Digital Scholar, Chennai. My specialization in DM is

- Content Writing
- Canva
- Facebook Leads

INTERNSHIPS AS A STUDENT

- Worked as an internee in “**The New Indian Express, Chennai**”, **Duration** – One Month
- Worked as an internee in “**Raj TV, Chennai**”, **Duration** – One Month
- Worked as an internee in “**SMS Advertising Agency, Madurai**”, **Duration** – One Month
- Worked as an internee in “**Port Trust, Chennai**”, **Duration** – One Month

BOOKS

- Trends in Scriptwriting and Visual Thinking – Edition 1, Volume 1, ISBN 978-81-9448473-7-0

SPECIALIZATION

- Photography
- Film studies
- Scriptwriting
- Television production
- Advertising and public relations

SEMINARS, WORKSHOPS, AND CONFERENCES

Articles in International Journals

- The Impact of cosmetic Products Advertisement among college students, IMRF, International conference on women Empowerment and social sciences – 2015, March 05-07, 2015
- 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, 10th Feb 2018

Articles published in National Journals:

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

PAPER PRESENTATION

- Internet – Ethical and Regulatory Challenges (2015), Department of Visual Communication, The New College, Chennai. Conference Name: “Mass Media and Development Challenges and Strategies”
- Women Empowerment: Opportunities and Challenges in Media (2015), Madurai Kamaraj University, Madurai. Conference name: Women Empowerment and Globalization
- The Buying Behaviour of Television Advertisement among Children (2015), Women’s Christian College, Chennai. Conference Nae: National conference on Indian Media: Towards a Public Interest Paradigm

- The Virtual World: Role of Social Media Games in Digital Era, Garden City College, Bangalore. Conference Name: National Seminar on social media 360 Degree
- Presented a paper in the international conference on New Media & Convergence for the development, organized by the Department of Visual Communication, Dr. MGR Educational and Research Institute, Chennai. Topic: EXPLORING A WORLD IN A POSITIVE MANNER THROUGH CARTOON PROGRAMS: DIGITAL BEHAVIOURS on 25.05.2022

Chapters in Books

- Women Centric Movies in Mainstream Cinema – Especially K. Balachander movies, Panoramic view of women in Indian Cinema.

SPECIAL TALK/LECTURE

- Worked as a part-time lecturer in the Department of the Centre for Film and Electronic Media Studies (CFMES) during the academic year 2016
- Resource person in Madurai Kamaraj University (DDE), Department of Visual Communication. Topic: Advertising and public relations, 2017
- Resource person in SSS Jain College for Women, Chennai organized by the Internal Quality Assurance Cell (IQAC) and the PG Department of Journalism and Communication. Topic: Colour Psychology in Stanely Kubrick Movies on 3rd February 2022

ACADEMIC CREDENTIALS

- Acted as an Editor and Layout Designer for The American College, Madurai Souvenir during the academic year 2017
- Editor for the magazine hosted by the Department of Media Technology, The American College for the academic year 2022

MEMBERSHIP IN PROFESSIONAL BODIES

- Subject Expert in the Board of Studies for the Department of Animation, Subbulakshmi College Lakshmi pathy College of Science, Madurai during the academic years 2018 & 2019
- Subject Expert in the Board of Studies for the Department of Visual Communication, JJ College of Arts and Science, Pudukottai during the academic years 2019 & 2022
- Chairperson for the External Board in Periyar University – Department of Journalism and Mass Communication from the academic year 2017

PERSONAL VITAE

Name : S. Shanmuga Mohana
Father's Name : S. Somasundaram
Marital Status : Married
Date of Birth : 06-07-1983
Gender : Female
Nationality & Religion : Hindu, Indian
Languages Known : English and Tamil.

DECLARATION

I can assure you that my employer will always find me as an asset rather than just an employee. I look forward to a challenging and rewarding association with your esteemed Institution.