

Dr. S. SHANMUGA MOHANA

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Madurai 625 019

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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 generation from a different perspective

EDUCATIONAL STRENGTH

DOCTORATE – MASS COMMUNICATION AND JOURNALISM

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

MCJ – Master of Communication and Journalism

2003-2005, Madurai Kamaraj University (regular)

Palkalai Nagar, Madurai

M.A – English Literature (DDE)

2007, Alagappa University, Karaikudi

B.A – English Literature

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

Thoothukudi 628 001

HSC

St, Aloysius Girls Higher Secondary School, Thoothukudi

SSLC

St, Aloysius Girls Higher Secondary School, Thoothukudi

EXPERIENCE

- Working as an Assistant Professor and Head 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) (B.Voc and M.Voc Programs)
- 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: 978-81-9444843-7-0

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 Name: 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

Chapters in Books

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

SPECIAL TALK/LECTURE

- 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
- Resource person for the Webinar session on “Changing Trends of Children’s Television Program” organized by the Department of Psychology, The American College on 07.07.2022
- Resource Person for the workshop Series – I on the theme “Media and Social Journalism” organized by the Department of Social Work, The American College jointly with St. Claret College, Bangalore on 17.02.2023

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 Lakshmipathy 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 year 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.