

Name: Dr. M. Muthukumar

Designation: Assistant Professor

Department: Visual Communication

Date of Joining: 10.08.2022

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Educational Qualification:

Degree	Subject	College / University & Place	Year Completed
Ph.D	Journalism & Mass Communication	Madurai Kamaraj University	2024
M.Phil	Journalism & Mass Communication	Madurai Kamaraj University	2016
M.A.,	Advertising & PR	Madurai Kamaraj University	2013
PGDM	Marketing Management	Kirloskar Institute of Advanced Management Studies	2008
B.E.,	Electronics & Communications	Sethu Institute of Technology (Under Anna University, Chennai)	2005

Other Academic Qualification:

Year	Qualification	Institution/University	Specialization	CGPA / Score
2017	National Eligibility Test	UGC, New Delhi	Journalism & Mass Communication	Qualified
2017	State Eligibility Test for Lectureship	Mother Teresa Women's University, Kodaikanal	Journalism & Mass Communication	Qualified
2017	Online non-credit course - Coursera	University of Amsterdam	Classical Sociological Theory	74.3%
2017	Online non-credit course - Coursera	University of Amsterdam	Introduction to Communication Science	86.2%

Specialisation in Teaching:

- Fundamentals of Communication,
- Media, Culture & Society
- Visual Analysis & Semiotics
- Communication Research Methods
- New Media and Marketing

Specialisation in Research:

- Cybercrimes and Surveillance Capitalism

Research Interests:

- Political Economy of Media
- Human Computer Interaction Studies
- Critical Discourse Analysis of Films

Other Work Experience:

Designation	Institution / Company	Year - From (month/year) To (month/year)
Research Assistant	ICSSR Major Research Project, Department of Journalism & Science Communication, MKU	2016-2018
Area Sales Manager - North Tamil Nadu	Royal Enfield (A Unit of Eicher Motors Ltd)	September 2013 to June 2015
Senior Manager – Marketing	G.G.Dandekar Machine Works Ltd. Bhiwandi (A Kirloskar Group Company)	December 2008 – August 2013
Deputy Manager	Cholamandalam DBS Finance Ltd	May 2008 – November 2008

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

Positions held / currently holding	Year - From (month/year) To month/year)
President - Department Cultural Committee (PANORAMIA'24)	2023-2024
Member - Board of Studies of Department of Visual Communication	2023-2024

Publications:

- Social Media Prayers: Exploring the Characteristics of Facebook as a Medium of Religious Communication. FDNMM, Department of Mass Communication, Rashtrasant Tukadoji Maharaj Nagpur University. Feb 2017.

Conference / Seminar Presentations:

- Social Media as a tool of Violence against Women. Department of Women's Studies Mother Teresa Women's University, Kodaikanal – April 2017 (National Seminar)
- Cyber violence against women and suppression of online activism. Dept. of Journalism & mass communication St.Xavier's College, Goa February 2017. (National)
- A Study on The Manifestations of Religious Communication on Facebook. Dept. of Communication Manonmaniam Sundaranar University, Tirunelveli, January 2017. (National)
- Religious Consumption and Divine Communication Through Facebook. Dept of Electronic Media & Mass Communication Pondicherry Central University March 2016. (National)
- Applications of Social Media in Journalism. Dept. of Journalism, M.O.P.Vaishnav College for Women, Chennai. Feb 2016. (National)

Lectures / Talks given:

- “Safe Spaces, Not Silent Spaces: Combating Ragging and Gender Based Violence”, organized by the Anti-Ragging cell of The Standard Fireworks Rajaratnam College for Women, Sivakasi. September 2023.
