

Madurai Kamaraj University Faculty Profile



- (1) **Name : Dr.V.Ilamparithi**
- (2) **Date of Birth & Age: 30.09.1978**
- (3) **Designation: Assistant Professor**
- (4) **Department / School : Centre for Film & Electronic Media Studies**
- (5) **Educational Qualifications: MA.Communication, PhD.Communication**
- (6) **Professional Experience: Teaching : 15 Yrs ; Research : 1 Yrs.**
- (7) **Teaching Specialization: Television Production, Film Studies**
- (8) **Course Taught/Teaching : (2015-2017 only)**

Name of the Program	Year	Course Title	Course Code	Course/Unit Teacher	No. of Students
PG	2015-16	1. Fundamentals of Direction		Ilamparithi	15
		2. Film Appreciation			14
		3. Electronic Media & Media Production			14
		4. Film Genres & Movements			15
		5. Films for Social Development			04
		6. History of Film & Television			15
PG	2016-17	1. Fundamentals of Direction		Ilamparithi	15
		2. Film Appreciation			14
		3. Electronic Media & Media Production			14
		4. Film Genres & Movements			15
		5. Films for Social Development			15
		6. History of Film & Television			8

M.Phil	-				
Ph.D	2016-2017	Research Methodology		Ilamparithi	6

(9) **Teaching Awards / Recognition: NIL**

S.No.	Name of the Award	State/ National/ International	Awarding Agency	Month and Year	Place	Value if any

(10) **Research Specialization: Films for Development**

(11) **Research Supervision :**

Program	Completed	Ongoing
Ph.D	-	06
M.Phil	-	-

(12) **Research Projects: Completed : NIL Ongoing : NIL**

(13) **Details of Completed Research Projects : NIL**

S.No.	Title of the Project	Funding Agency	Sanctioned Order No. & Date	Total Grant	Year

(14) **Details of Ongoing Research Projects : NIL**

S.No.	Title of the Project	Funding Agency	Sanctioned Order No. & Date	Total Grant	Year

(15) **Details of Present Research Scholars :**

S.No.	Name of the Scholar	Registered Thesis Title	Register No. with Date	Fellowship Details
1	R.Srinivasan	Social Media Surveillance-Free Speech and Privacy	P4755 17.10.2016	NIL
2	K.R.Shiva Shankaran	A Study of Stereotypical Representation of Families in Tamil Serials- A Socio Cultural Perspective	P4724 17.10.2016	NIL
3	Bhagyalakshmi Balachandran	Interpretation of Image in Multidimensional space with reference to Indian Stereotyped cultural	P4779 17.10.2016	NIL
4	P.Panbu Selvan	Making meaning through visual cultural: A Feminist Approach to Film Narratives	P4741 17.10.2016	NIL
5	R.Urshila	Cultural Influences on Advertising Strategies of Global Brands- An Indian Perspective	P4754 17.10.2016	NIL
6	D.Rajavel	A Perspective Study on Film Viewing Behaviour of Tamil Audience: A Detailed Analysis on Director Mohan Raja's Films	P4857 09.01.2017	NIL

(16) **Research Awards / Recognition: NIL**

S.No.	Name of the Award	State/ National/ International	Awarding Agency	Month and Year	Place	Value if any

(17) **Publications :**

S · N o	Title	Author(s)	Journal Number	Y r	P a g e s	Impact Factor	ISBN	Peer review / Non peer review
	Concision and Credibility: An analysis of the news coverage of the incidents in UoH and JNU by Indian Media	V.Ilamparithi P.Govindaraju	The Journal of Media Studies				ISSN 2249 3263	Peer reviewed
	Social Networks and Collective Actions: A study on the Jallikattu Revolution Engineered by Social Media	R.Srinivasan V.Ilamparithi	Indian Journal of Media Studies				ISSN NO: 2229 - 7235	Peer reviewed
	Encouraging Grassroots Media Activism through Community Radio	V.Ilamparithi K.S.Krithika	Issues of Content & Technology in Contemporary Media				ISBN: 978- 81- 8457- 403-6	Peer reviewed
	Community Radio in Rural India: Strengths, Weakness, Opportunities and Threats	V.Ilamparithi K.S.Krithika	International Journal of Multidisciplinary Educational Research(IJMER)			2.735	ISSN: 2277- 7881	Peer reviewed
	Preference of online newspapers over their print counterparts among the IT Professionals in Coimbatore District	V.Ilamparithi	Zenith International Journal of Multidisciplinary Research			0.675	ISSN: 2231- 5780	Peer reviewed
	Content analysis of photographs uploaded by	K.S.Krithika V.Ilamparithi	Research Institute for Newspaper Development				ISSN 0042- 5303	Peer reviewed

Indian youth in social networking sites – A study to determine the impact of ethnicity in the process of projection of their Virtual persona.	ithi	nt					
The Fourth Capital: Measuring Social Capital among the listeners and non-listeners of community radio station– A case study	V.Ilamparithi P.Govindaraju	The Journal of Media Studies Volume 2, Issue 2				ISSN - 22493 263	Peer reviewed
The Accidental Feminist, KB's portrayal of middle class women	K.S.Krithika V.Ilamparithi	Thedal, Sept 2012				97881 90950 1-7-6	Peer reviewed
A Study on the role of Tamil news channels in reporting Chennai floods	R.Srinivasan V.Ilamparithi	Proceedings of the International conference in Media Science and Technology				(RTM eST '17)	Peer reviewed
A case study on the role of television in creating awareness among erudite urban of the Chennai city on Climatic Crisis	V.Ilamparithi K.S.Krithika	Proceedings of the National Seminar on Teacher Education in the Digital Era				978- 93- 82570- 76-9	Peer reviewed
Social media		Conference				ISBN:	Peer

	and social life: the new sense of belonging	V.Ilamparithi	proceedings of International conference on Social Sciences				978-81-924353-0-5	reviewed
	A Study on The Influence of Social Media in Shaping Consumer Behaviour	V.Ilamparithi	Contemporary Issues In Management				ISBN No. 978-81923607-7-5	Peer reviewed
	Overcoming communication barriers in Organizations: A general perspective	V.Ilamparithi	Corporate excellence in challenging global scenario				ISBN: 978-81-925286-0-1	Peer reviewed

(18) **Conferences Participation :**

Name of the Conference	Date	Place	State / National/ International	Attended/ Presented (Post/Oral/...)
International conference on Recent trends in media science and technology	27 th 28 th and 29 th March 2017	Anna University	International	Presented paper a
International seminar on New Feminist Writings: Emancipation to Representation	16 th and 17 th March 2017	Pondicherry University	International	Presented paper a
National Media Conference	9 th and 10 th March 2017	<i>Padmavati Mahila Visvavidyalayam (Women's University).</i>	National	Presented paper a
National conference on ICT & Community Development	5 th and 6 th January 2017	<i>Manonmaniam Sundaranar University</i>	National	Presented paper a
National Seminar on Media, Culture and Community	29 th and 30 th March 2016	Pondicherry University	National	Presented paper a
National Seminar on	28 th and 29 th	Madurai Kamaraj University	National	Presented paper a

Teacher Education in the Digital Era	March 2016			
International conference on Corporate excellence in challenging global scenario	September 27 & 28 2012	Asan Memorial College of Arts & Science	International	Presented paper a
International seminar on Multicultural India: Inclusiveness and New Humanities	22 nd and 23 rd February 2016	Pondicherry University	International	Presented paper a
National seminar on Implications and Influences of New Media Technologies on Journalism	12 th February 2016	M.O.P Vaishnav College for Women	National	Presented paper a
National Seminar on Issues of Content & Technology in Contemporary Media	June 28 to 30, 2012	Teerthanker Mahaveer University	National	Presented paper a
National conference on Community Radio: Prospects & Challenges	March 16 & 17, 2012	Commonwealth Educational Media Centre for Asia & Manonmaniam Sundaranar University	National	Presented paper a
National conference on Media, Education & Development	February 26 & 27, 2010	Manonmaniam Sundaranar University	National	Presented paper a
One day seminar on Media & Education	February 29, 2008	Manonmaniam Sundaranar University	National	Presented paper a
International workshop for Community Radio Managers	December 13 to 18, 2004	Commonwealth of Learning and Anna University	International	Participant
Ten day training programme on Converting	10 th Dec – 19 th Dec 2013	MKU and Central Institute of Classical Tamil	National	Participant / paper presenter

Classical Tamil Literature into Digital Video Production				
Seminar on The impact of science and technology inputs in media on the society	30 th August 2002	Dr.G.R.Damodaran College of Science	International	Participant

(19) **Papers Presented in Conference :**

Name of the Conference	Date	Place	Title	Author(s)	Conference Proceeding ISBN
Proceedings of the International conference in Media Science and Technology		Anna University	A Study on the role of Tamil news channels in reporting Chennai floods	Srinivasan Ilamparithi	(RTMeST '17)
Proceedings of the National Seminar on Teacher Education in the Digital Era		Madurai Kamaraj University	A case study on the role of television in creating awareness among erudite urban of the Chennai city on Climatic Crisis	Ilamparithi	978-93-82570-76-9
Conference proceedings of International conference on Social Sciences		Ethiraj college for women, Chennai	Social media and social life: the new sense of belonging	Ilamparithi	ISBN: 978-81-924353-0-5
Contemporary Issues In Management		SRM University	A Study on The Influence of Social Media in Shaping Consumer Behaviour	Ilamparithi	ISBN No. 978-81923607-7-5
Corporate excellence in challenging global scenario		Asan Memorial college of Arts & Science	Overcoming communication barriers in Organizations: A general perspective	Ilamparithi	ISBN: 978-81-925286-0-1
Proceedings		<i>Padmavati Mahila</i>	A Study on the role	Srinivasan	

of the International conference in Media Science and Technology		Visvavidyalayam (<i>Women's University</i>).	of Tamil news channels in reporting Chennai floods	Ilamparithi	
Reinventing Nationalism Secularism & Plurality		<i>Gauhati University</i>	Brechtian Verfremdungseffekt in Tamil Cinema: A step towards social change through aesthetic principles & techniques	Ilamparithi	

(20) **Conference/Workshop/Seminar/Training Organized: Nil**

Type	Name	Date(s)	Place	Role Played	No of Days	No.of Participants	Funding Agency	Budget if any

(21) **Research Publication Impact : Nil**

No.of Publications	Total Citation	Highest Citation	h-index	Total Impact Factor	Lowest Impact Factor	Average Impact Factor

(22) **Books Published : Nil**

S.No	Title of the Book/Chapter	Author(s)	Publisher	Year	Total No of Pages	With ISBN Number	Editor Name for Edited Books

(23) **Intellectual Property Rights generated:**

(a) **Patents : Nil**

S.No.	Patent title	Author(s)	Patent No. and date (for Granted)	Filing No (for Submitting/Pending)

(b) Technology Developed/Transferred : Nil

S.No.	Title	Author(s)	Transferred to	Period	Funding Support received if any

- (Transferred receiving Organization/Company/Industry)

(c) Software Developed : Nil

S.No.	Title	Author(s)	Purpose	Period	Funding Support received if any

(d) Scientific Data Contributions : NIL*Biological*

Name	Author(s)	ID	Deposited Data Bank	Date	Funding Support received if any

- (Protein/DNA/RNA/Isolated Strains and their sequence information)

(e) Structural Data Contributions : NIL*(X-Ray/NMR/Microscope)*

Name	Author(s)	Methods	ID	Deposited Data Bank	Date	Funding Support received if any

(24) Consultancy Services Offered : NIL

Sl. No.	Name of Client / Organization	Period (Month & Year)	Revenue Generated Earned	Purpose of Consultancy	Type (Service / Project)	Govt. / NGO / Small Scale Industry / Private

(25) Research Collaboration (Both National & International) : NIL

S.No.	Name of the Collaborator	Institute	Collaboration Details	Collaboration Output (Papers/Patents/Research/Online)

(26) Foreign Academic Visit(s): NIL

Country Visited	Period (From –To)	Purpose of Visit (Conference/Seminar/Workshop/Viva/Post-doctoral/Visiting Professor)

(27)Academic Honors/ Awards / Fellowships : NIL

Name (Honors/ Awards)	Period (Month & Year)	Awarding Agency	Place	Value if any

(28) Administrative Experience /Role Played :(Last Five Years) NIL

Role Played	Responsibilities	Period (Month & Year)

(29) Membership in Academic/Scientific/Societal Professional Bodies:

Name	Membership Period Year/Life Member	State/ National/ International	Participatory Roles if any
Association for	Life member	State	EC member

communication teachers in Tamil Nadu & Pondicherry			
Public relations society of India	2006-2009	National	Member

(30) Extension Activities:

Activity Name	Details of Activity	Place	Period (Month & Year)	Societal Impact(s) / Contribution(s)
Community radio production	Have produced numerous programmes for SRM Community radio station involving the local community	Chennai	2011 - 2013	People at the grassroots were involved in the process which helped them to empower. The programmes gave voice for the voiceless
Oral history production	Have produced volumes of oral history documentaries covering various issues of Eastern Himalayan region	Sikkim, Nepal, Bhutan	2010 - 2011	The rich tradition of the people in the Himalayan region was recorded. The common man's indigenous knowledge about issues like water, climate, tea, cardamom, conflict, space, war etc were recorded.