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LIST OF SELECTED JOURNAL PUBLICATION (2015 - 2020)

- N.Jayakrishnan and C.Velayutham: ‘A Study in the Framing of ‘Margazhi’/ December Music Festival in the English and Regional Language Newspapers in Tamil Nadu’ International Review of the Aesthetics and Sociology of Music, Zagreb Academy of Music, Croatia, Vol. 45, No. 1, pp. 77-98, 2015, ISSN 0351 5796. Impact factor 1.203.
- C.Velayutham and N.Tamilselvi “Going all the way: A study on Porn viewing habits and its influence on Violent sexual fantasies in India”, Asian Journal of Research in Social sciences and Humanities, Volume 6, No.5 , pp.982-989, ISSN 2249-7315, May 2016 , published by Asian Research Consortium.
- Disha Ramesh & C.Velayutham “ Study on the influence of Music in Television commercials that endorse Food and Beverage Products” Journal of Content, Community & Communication, Volume. 3, June 2016 pp. 56-59, ISSN: 2395: 7514, published by Amity School of Communication, Madhya Pradesh.
- S.B.Devi and C.Velayutham “A Study on the Technological Impact in Child Trafficking” , Asian Journal of Research in Social sciences and Humanities, Volume 6, No.8 , pp.1048-1072, ISSN 2249-7315, August, 2016 , published by Asian Research Consortium.
- Rashmi Raja V. R. and Dr. C. Velayutham “A Study on the Change in Human Values in the Digital Age as shown in South Indian Films” International Journal of Research Culture Society’ Volume .1, Issue – 7, September – 2017, Pg.170- 176, ISSN: 2456-6683, Research Culture Society and Publication, Vadodara, Gujarat, India. UGC Journal No: 64291. SJIF – 1.803.
- Rashmi Raja V. R. and Dr. C. Velayutham “A Study on the Mitigation Strategies of Violence in Hindi Women Cinema Narratives” Vol-4, Issue -9, pp-4477-4480, September, 2017, International Journal of Information Research and Review, ISSN – 2349-9141, Vibus Innovative Publishing Solutions, SJIF – 4.251.
- Rashmi Raja V. R. and Dr. C. Velayutham “The New Media and Tamil Diaspora Identity: A Case study of Jallikattu Protests” Vol-9, Issue – 9, pp.57698-57702, September, 2017, International Journal of Current Research, ISSN: 0975: 833X. SJIF: 7.086.
- Rajarajeshwari M and Dr. C Velayutham “Radio Discourse on Nammi Gange Project – a Case Study on Mann Ki Baat “Vol:6, Issue :21, The Indian National Journal of English Language and Literature, pp. 328- 332, ISSN:2634, JK Research Foundation, Chennai, UGC Journal No. 62883, JIP: 3.5. March, 2018.

- Rajarajeshwari M and Dr. C Velayutham “A Study on the Paradigm of Parenting and Adaptation Strategies to Cope with Digital Age Children “Vol:9. Issue: 1, pp. 196-202, March 2018, Research Journal of Humanities and Social Sciences, ISSN: 2321:5828, ANV Publication, Raipur. UGC journal (Sr. No 10605).
- C.Velayutham & Aishwarya.V “An analysis on the Effectiveness of women health centric social media campaign in Communicator – The journal of Indian Institute of Mass Communication, volume LV, No -2, April –June, 2019, pg. 19-39, New Delhi.
- C.Velayutham & Harshini Raji “Shakti, A Mobile application to promote legal redressal awareness among young Indian women “published in vol;26, issues -3 of Indian journal of gender studies, SAGE Publication, September 2019.

BOOK CHAPTERS CONTRIBUTION (2015 -2020)

- Rashmi Raja V. R. and Dr. C. Velayutham, ‘An Analysis on Gender Queer Representation in Hindi Cinema’ pp. 148-161, proceeding of the Recent trends in Media Science and Technology, RTMeST, organized by the Anna University DURING 27-29TH March, 2017.
- V Gayathri and C Velayutham “Is Food Science a part of Tamil Television Cookery Shows” pp.378-386, proceedings of ICMR Sponsored International conference in Nutrition and Health Communication organized by Avinashilingham University, Coimbatore on 3rd & 4th August, 2017. ISBN: 978-93-856040-3-4.
- Rajarajeshwari M and Dr. C Velayutham, “Mann ki Baat – Nudging the Nari Shakthi towards Nation Building “pp.45-53, Book chapter No: 6, Gender and the Media - Challenge& Opportunities, Edited by Bandita Panda and Kannan, ISBN: 9789386761590, Ane Books Pvt Ltd, New Delhi. March, 2018.
- Rashmi Raja V. R. and Dr. C. Velayutham “A Study on Gender Sensitivity in Crime News Reportage: A case study of the Hindu and the Times of India, pp.18-25, Book chapter No: 3, Gender and the Media – Challenge & Opportunities, Edited by Bandita Panda and Kannan, ISBN: 9789386761590, Ane Books Pvt Ltd, New Delhi. March, 2018.