

Dr C.Velayutham– Publication Details:

- **C.Velayutham & N.Jayakrsihnan:** ‘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, **March 2015**, ISSN 0351 5796. (Scopus Indexed Journal).
- **C.Velayutham and Haripriya Madhavan** “Newspaper agenda setting and Framing during the United Nations Climate Change Conferences at Copenhagen and Cancun”, International Journal of Multidisciplinary Educational Research, Volume 3, Issue 11[1] **November 2015**, Pg. 196-209, Vishakhapatnam, India. (UGC Journal)
- **C.Velayutham & Roopika Lakshmipathy** “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. (UGC Journal)
- **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. (UGC Journal)
- **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. (UGC Journal)
- **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. UGC Journal)
- **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).
- **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.
- **Suganya S & C.Velayutham** “An analysis of women evincing traits in social media profile picture and personal bio” was published in an (UGC approved Journal), ‘Asian Journal of Multidimensional Research’, volume 8, special issue 1, pages 128-135 with E-ISSN: 2278-4853 during. March 2019.
- **Suganya S & C.Velayutham** “An exploration study on the preferences of Tamil Nadu women amongst the categories of mobile applications” was published in an (UGC approved journal), ‘International Multidisciplinary E-research Journal’, special issue 162-C, pages 64-66 with E-ISSN: 2348-7143 during ,March 2019.