

Last Five years Publications

- **“Latest Trends in the Depiction of Women in Popular Indian Cinema”**
Paper presented and published at a UGC Sponsored National Seminar cum Workshop on ***Retracking the Celluloid: History, Politics & Popular Culture in Films*** at the NSS College, Pandalam, Kerala on 24, 25 & 26 October, 2014. **ISBN 978 – 81 – 928481- 0 – 5.**
- **“Portrayal of Women in present Tamil TV Serials; A comparative study on the opinion of Urban and Rural women viewers”.** Chapter written for the NIMS Journal of Management Research, Vol.3, Issue 1 **(June 2014) ISSN 2278 – 2362.**
- **“The Impact of Logos in Brand Recognition of sub brands with the Parent Brand”.** Paper submitted along with Ramya K. Prasad, at a National Level Seminar on the “Power of Visuals” organized by the Department of Media Studies, Christ University, **12th to 14th August, 2015.**
- **“A Study on the Impact of Whatsapp among College Youth in Chennai”,** Paper published in the **Bi-Annual Journal of the Amity School of Communication, Vol. 5, No. 1, February 2016**
ISSN 2319-5126
- Research Project on ***“Media Literacy and Women Empowerment: A Study on Rural women in Kancheepuram district”.*** Submitted to MOP Vaishnav College for Women (Autonomous) on March 7, 2017. Done along with Dr. S. Anurekha and Dr. R.Preetha.
This was also published in the UGC Approved International Journal of Research Culture Society, ISSN:2456-6683; volume 1, Issue 10, Dec 2017.
Impact factor: 3.449
- Presented a paper on **“Media Sites and Control – A look at Indian Rural Women”** at the **International Conference** held at the Anna Centenary Auditorium on **February 16 & 17, 2018**, on the theme **“Contemporary Communication Cultures, Controls and Becomings”** based on **Deleuze & Guattari** philosophies.
- **“Social Media and its Impact on Circadian Rhythms”** Paper published in the, **AMITY MEDIA & JOURNALISM REVIEW; Pg. 15, Vol 7. No. 1, April 2018 •**
ISSN 2319-5126
- Presented a paper on **“Changing Trends of Gender Portrayals in Indian Advertising”** at the **National Conference** held at Mizoram University, conducted by the Department of Journalism and Mass Communication on **September 7&8, 2018** and chaired a session on **Media, Gender & Culture.**

The theme of the Conference was “**Media, Women & Culture: the Indian Trijunction**”

- “**Self-Presentation Strategies on Facebook: A study among college students in Chennai**”. Paper published in the ***International Journal of Basic and Applied Research*** , ID No: UGC Approved (64041) Cosmos Impact Factor: 5.960. Month of Publication: July 2019, Volume.9 No.7