

CURRICULAM VITAE

Dr. S.Anurekha Thiyagarajan,

Associate Prof and Head, Post Graduate Dept. Of Communication,

Technical Head, School of Communication and Media Studies,

Head, Community Radio Station, MOPCRS 107.8,

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RESEARCH INTERESTS

Broadcast Communication, Production Techniques, Advertising, Corporate communication and Branding, Film studies, women and young adult studies, Gender Studies, Education studies.

ACADEMIC DEGREES

Doctor of Philosophy {2009} in Media studies, Dept. Of Media science, Anna University. Thesis titled "Perceptions and Attitudes of Urban Young Adults towards Television Commercials and its Influence".

Master of Arts in Journalism and Communication {1997}, University Of Madras.

Bachelor of Arts in English Literature {1995}, Ethiraj College for Women, University of Madras.

UGC-National Eligibility for Teaching in Journalism and Mass Communication (2001).

PROFESSIONAL AND ACADEMIC EXPERIENCE

May 1997-July 1998 Worked as PRO for Masonite Corporation, multinational Firm, Bangalore

September 1998-Present, M.O.P Vaishnav College for Women (20 years)

September 1998-May 2000 Lecturer, Post Graduate Dept. Of M.A.Communication

June 2000-June 2007 Head, Post Graduate Dept. Of M.A.Communication

July 2007-May 2009 Research Scholar, Anna University.

2009-2014, Associate Prof and Head Post Graduate Department of M.A. Broadcast Communication

June 2014-Present, Associate Prof and Head, Post Graduate Department of M.A.Broadcast Communication

2014 –present Technical Head, School Of Communication and Media studies.

MEMBER

Chair-Board of Studies, Dept. Of Communication and Media Studies, M.O.P Vaishnav College for Women

Board of Studies member in GRD College, Coimbatore

D. S.Anurekha is Board of Studies member (University Nominee) at MCC College, D.G.Vaishnav College, and Ethiraj College.

Doctoral Committee member for Ph.D. students under University of Madras

Doctoral Committee member for Ph.D. students under Anna University

Appointed Member OF Inspection Committees, University Of Madras

RESEARCH PROJECTS AND CONSULTANCIES

Guided over 300 Post Graduate Students Research Projects and Dissertations

Offered Consultancy for over 400 Advertising campaigns and PR Campaigns

Scripted and produced Corporate Films and Documentaries

{2015-2020}

- Dr S.Anurekha is a Project-Head for UNICEF Funded project on Child safety titled End Violence.2019
- Dr.S.Anurekha, conceptualized, scripted and directed a documentary for SSDVA Group of schools on Occasion of their Centenary year Celebration.2018

- Dr.S.Anurekha, conceptualized, scripted and directed a documentary on D.K. Pattammal on her centenary celebration.2018
- Consulted and coordinated production projects with Vancouver Film School, Canada 2014-2019
- Dr.S.Anurekha, conceptualized, scripted and directed a PSA's for HLL-GOVT of India project on Menstrual hygiene and sanitation,2016
- Dr.S.Anurekha, conceptualized, scripted and directed a Corporate Music video for TVS group.2015

Research GUIDESHIP

CURRENTLY GUIDING 6 RESEARCH SCHOLARS FOR PhD under University of Madras.

PUBLICATIONS

{2015-2020}

Thiyagarajan, Anurekha- "An Analysis of Television Commercials directed to Young adults-ELM and Social Identification Perspective". *IOSR Journal of Humanities and Social Science (IOSR-JHSS)* Volume 20, Issue 7, Ver. III (July 2015), e-ISSN: 2279-0837, p-ISSN: 2279-0845.

Dr.S. Anurekha presented and published paper on "Impact of Community Radio on Society" in the National conference on Role of community Radio as a medium of Rural and Urban Development held in North Maharashtra University, Jalgaon.Jan 12th 2016

Thiyagarajan, Anurekha Trends in Television Commercials Directed Towards Young Adults *Cognition & the Arts journal* ,Vol 8, Issue 9, March 09, 2016.

Dr.S. Anurekha presented and published paper on "Visual Analysis of Advertisements: A Study of Young Adults Perception" in the International Conference on "Media and Visual Literacy" in SRM University on 1st and 2nd April 2016.

Dr.S.Anurekha,"Women Empowerment and Media Literacy-A Study in Kancheepuram District", published in *International Journal of Research Culture Society*,Vol 1,Issue 10,Dec 2017.ISSN:2456-6683.2018.

Dr.S.Anurekha,"A Study on the role of Modern Education Apps on Students", *Journal of Advanced Research in English and Education*. ISSN 2456-4370, 2019.

