

## **Dr S Arulchelvan – Publication Details :**

### **List of Publication**

#### **ARTICLES IN RESEARCH JOURNALS**

1. Ravichandran, K., **Arulchelvan, S.**, & Periya Kannan, K. (2018). Perception of medical awareness of media analyzed by multilayer perceptron. *Journal of Media and Communication Studies*, 10(10), 118-127.
2. Dinesh Kumar J., and **Arulchelvan, S.**, (2018), The Attitude towards Smartphones and its Influence on Process, Social and Compulsive Usage, *Athens Journal of Mass Media and Communications*, volume 4, Issue 4, October 2018.
3. Vaishali R. Venkat and **Arulchelvan, S.** (2018), How Gendered Media Politics Matter? The Role of Media in Supporting Gender-Issue Affinity, *Asian Journal of Information Technology* 17 (2): 84-91, 2018.
4. **Arulchelvan, S.** (2018), An Investigation of Television Programmes That Illustrates Superstition And Its Effect On Viewers, *Anthropological Researches And Studies Journal*, NO. 8, 2018, 285-302.
5. Rajasekararan, S.K., **Arulchelvan, S.**, (2018), Visual Representations Are The Power Of Communication, *International Journal of Creative Research Thoughts (IJCRT)*, Volume 6, Issue 1 February 2018 | ISSN: 2320-2882, PP 769-771.
6. Ann Maria, R., Vaageessan, M., and **Arulchelvan, S.** (2018). The Case of the Missing Girls: Distribution of Gender Roles in Indian Children Television Programming, *Journal of Children and Media*, Volume 12, 2018 - Issue 2 January 2018, <https://doi.org/10.1080/17482798.2017.1423093>.
7. Rajasekarar, S.K., **Arulchelvan, S.**, (2017), How Visuals Affects the e-Learning Environment, *International Advanced Research Journal in Science, Engineering and Technology*, Vol. 4, Issue 8, August 2017, ISSN (Online) 2393-8021 ISSN (Print) 2394-1588.
8. Rajasekararan, S.K., **Arulchelvan, S.**, (2017), An Experimental Study on Impact of Visuals in e-Learning Content of Art and Media, *International journal of Emerging Trends in Science and Technology*, Volume 04 Issue 08 August 2017, ISSN NO: 2348 – 9480.
9. Ravichandran, K., and **Arulchelvan, S.** (2017), A Study On The Impact Of E-Content News Among The Audience In Tamilnadu (Quantitative Analysis Method), *The Online Journal of Distance Education and e-Learning*, July 2017 Volume 5, Issue 3. ISSN 2147-6454.
10. Ann Maria, R., Vaageessan, M., and **Arulchelvan, S.** (2017). Kids' TV Programming in India: A Comparison of Gender Representation in Imports versus Locally Produced Programmes, *Athens Journal of Mass Media and Communication*, Volume 3, Issue 3, July 2017.
11. **Arulchelvan, S.**, and R Elangovan, (2017), Effective communication approaches in tuberculosis control: Health workers' perceptions and experiences, *Indian Journal of Tuberculosis*, December 2016, *Indian J Tuberc.* 2017 Oct; 64(4):318-322.

12. K.Ravichandran and **S. Arulchelvan, (2016)**, Receiver Operating Characteristic (ROC) Curve Analyzing the Crime News Impact in India, Middle-East Journal of Scientific Research 24 (10): 3226-3229, 2016, ISSN 1990-9233.
13. Alice Angel, **Arulchelvan (2016)**, Exploring Superstition's Impingement on Conventional Cognition, Asian Journal of Research in Social Sciences and Humanities 6 (8), 1706-1723.
14. K.Ravichandran and **S.Arulchelvan, (2016)**, Psychological Effects Creates The Crime Prevention Strategies In Race Of Modern In India, International Journal of Advanced Research, Int. J. Adv. Res. 4(10), 2111-2119, ISSN: 2320-5407.
15. Shanmugavel, S.R. &**Arulchelvan, S. (2016)**, Experience of Exclusion: Tamil Cinema and Male to Female Transgender Community, Asian Journal of Research in Social Sciences and Humanities, Year: 2016, Volume: 6, Issue: 5, Online ISSN: 2249-7315.  
Article DOI: 10.5958/2249-7315.2016.00174.X
16. Rajasekaran, S.K.,**Arulchelvan, S. and Dr. Monsingh David Davadas (2016)**, 2d And 3d Visuals In Increasing Retention Capacity Of The Learners,Australian Journal of Basic and Applied Sciences, 10(1) January 2016, Pages: 592-597
17. **Vijaykumar, V. and Arulchelvan, S. (2015)**, “Look Ma, I’m A Star!” – Exploring Contestant’s Participation in Tamil Reality Television”, Mass Communicator – International Journal of Mass Communication – 2015, Indian Journals.com.Year : 2016, Volume : 10, Issue : 2 PP: 17-22, Print ISSN : 0973-9688. Online ISSN : 0973-967X.
18. Vijaykumar, V. and **Arulchelvan, S. (2015)**, 5 W’S and 1 H: the Furtive of Interactive Reality Television Programme, International Journal of Applied Engineering Research (IJAER), 10 (17), 2015.
19. Ann Maria Rozario&**Arulchelvan, S. (2015)**,Mobile Gaming Health Apps: Learning AboutHealthy Behaviors the Fun Way, Advances in Computer Science and Information Technology (ACSIT), p-ISSN: 2393-9907; e-ISSN: 2393-9915; Volume 2, Issue 13; July-September, 2015 pp. 34-39, © KrishiSanskriti Publications, <http://www.krishisanskriti.org/Publication.html>
20. Ann Maria Rozario&**Arulchelvan, S. (2015)**, Fighting Child Sexual Abuse In India: Community Perceptions And Communication Strategies Used To Create Awareness, Elk Asia Pacific Journal Of Social Sciences, ISSN 2394-9392 (Online); Doi: 10.16962/Eapjss/Issn.2394-9392/2014; Volume 2 Issue 1 (2015).
21. Vijaykumar, V &**Arulchelvan, S. (2015)**, Motivation and Impact of Viewing Reality Television Programme: An Audience Study, Indian Journal of Science and Technology, Vol.8, No.27, November 2015.

22. Balavivekanandan, A & **Arulchelvan, S. (2015)**, A Study on Students Acquisition of IT Knowledge and Its Implication on M-Learning, The Scientific World Journal, Volume 2015 (2015), Article ID 248760, October 2015.
23. Ann Maria Rozario & **Arulchelvan, S. (2015)**, Subtitling of Cartoons: A Necessary Tool for Language Acquisition, International Journal of Business, Management and Social Sciences, Vol.5, Issue, 1, pp. 106-110, September 2015.
24. Ann Maria Rozario & **Arulchelvan, S. (2015)**, Cartoons: A Proven Tool for Health Communication in International Journal of Management and Behavioral Sciences, 2015, Vol. 6-7 June 2015 ISSN 2278-5671.