

1. General Information

Name	Professor P.GOVINDARAJU								
Date of Birth	<table border="1"><tr><td>DD</td><td>MM</td><td>YYYY</td></tr><tr><td>12</td><td>04</td><td>1960</td></tr></table>			DD	MM	YYYY	12	04	1960
DD	MM	YYYY							
12	04	1960							
Correspondence Address	Dr.P.Govindaraju Professor & Head Department of Communication M.S.University, Tirunelveli – 627 012								
Contact No.	Mobile	9443126300							
	Landline	0462-2533254							
Email	govindaraju@msuniv.ac.in , pgraju1961@gmail.com								

2. Educational Qualification

Qualification	Year	% Achieved	College University	Subject / Topic of Specialization
Post PhD	1991- 1992	Visiting Research Scholar	Leicester University	Educational Television
Ph.D	1991	1.Commented 2.Highly Commented	Bharathiar University, Coimbatore	Journalism & Mass Communication (Interdisciplinary with Linguistics)
M.Phil	1984	64 %	University of Madras	Journalism & Communication
M.A.	1983	'A' Grade	PSG CAS, Coimbatore University of Madras	Communication
B.Sc	1981	71%	Jamal Mohd College, Trichy University of Madras	Botany

3. Present Position

Present Position Held	Organization	From (date)	Experience (In Years and Months)
Professor & Head, Department of Communication	Manonmaniam Sundaranar University	10.03.2004	Till Date
Dean i/c College Development Council	Manonmaniam Sundaranar University	05.02.2013	Till Date
Co-ordinator, NAAC	Manonmaniam Sundaranar University	03.09.2014	Till Date

4. Academic Experience/Service Details

Post	Organization	Duration		Experience
		From (Date)	To (Date)	
Vice Chancellor (Member- Conveners Committee)	Manonmaniam Sundaranar University	23-07-2015	15-02-2016	6 months 23 days
Professor	Manonmaniam Sundaranar University	10-03-2004	Till date	12 years 6 month
Assistant Professor	PSG College of Arts and Science.	03-09-1984	28-02-1989	04 years 6 months
Research Scientist	Anna University, Chennai	01-03-1989	09-03-2004	15 years
Lecturer DS II	Universiti Sains Malaysia,	July 1998	July 2001	03 years

5. International Academic Exposure

<ol style="list-style-type: none">1. ENGLAND - Visiting Research Scholar (Post Ph.D) at the Centre for Mass Communication Research University of Leicester (April 23, 1991- April 22,1992).2. MALAYSIA -Teaching at Film and Broadcasting Section of the School of Communication, Universiti Sains Malaysia, Pinang (July 1998 - April 2001).3. SINGAPORE- Paper Presentation at IAMCR 2000 Conference on 17-20 July 2000.4. THAILAND -Delivered invited Lecture at Walailak University in January 2001.5. KOREA- Paper Presentation at WCCE 2001 Conference on July 2001.6. CHINA -Paper Presentation in 18th AAOU Conference at Shanghai TV University, Shanghai on November 2004.7. SRI LANKA -Conducted workshop on media research at MRTC-UNESCO project, Jaffna on April 2005.8. MALAYSIA -Paper Presentation at Universiti Sains Malaysia Penang 11800, Malaysia on December 2009.9. UNITED STATES OF AMERICA (USA)-Paper presentation at International conference on “Crime, Media and Popular culture studies at Indiana State University, Terre Haute, Indiana on 17-19 September 2012.10. UNITED ARAB EMIRATES (UAE) -Paper presentation at International conference on” Internet, E-Learning & Education Technologies”, Organized by IISRC at Abu Dhabi, UAE on 21-22 September 2012.
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6. Administrative Post (s) Held

Sl.No	Post	Organization	Duration	
			From (Date)	To (Date)
1	Professor and Head	Manonmaniam Sundaranar University	10-03-2004	Till date
2	Member – Conveners Committee	Manonmaniam Sundaranar University	23-07-2015	15-02-2016
3	Member – Syndicate	Manonmaniam Sundaranar University	16-02-2013	15-02-2016
4	Member, Finance Committee	Manonmaniam Sundaranar University	30-03-2013	15-02-2016
5	Registrar In-Charge	Manonmaniam Sundaranar University	26-08-2012	28-03-2013
6	Registrar In-Charge	Manonmaniam Sundaranar University	04-04-2014	27-04-2014
7	Nodal Officer- Gyanvani	Manonmaniam Sundaranar University	Nov 2009	Sep 2014
8	Nodal Officer- Manovani	Manonmaniam Sundaranar University	Oct 2014	Till date
9	Coordinator-Health Center	Manonmaniam Sundaranar University	26-09-2011	15-04-2016
10	Dean-Faculty of Arts	Manonmaniam Sundaranar University	24-03-2009	23-03-2012
11	Member-Standing Committee on Academic Affairs	Manonmaniam Sundaranar University	since 2004	Till date
12	Member- Senate	Manonmaniam Sundaranar University	since 2004	Till date
13	Chairman-Board of Studies	Manonmaniam Sundaranar University	since 2004	Till date

7. Research Projects executed

S. No	Major / Minor	Funding Agency	Sanctioned Amount	Ongoing / Completed
1	Co-ordinator, UGC-SAP DRS-II April 2014 - March 2019	UGC	40.5 Lakhs	Ongoing
2	Co-Principal Investigator, Production of Documentary Films in Regional Languages – Baseline Studies in and around KKNPP April 2015 - March 2016	DAE – BRNS	3 Lakhs	Ongoing
3	Environmental Awareness Documentary on KMTR project area July 2015 - March 2016	Tamilnadu Forest Department	2 Lakhs	Completed

4	A Study on NGOs in Dindigul and Tuticorin Districts of Tamilnadu 2011 to 2012	Tamilnadu Govt.	Rs.1.00 Lakh	Completed
5	Co-ordinator, Survey of factories 2008 to 2008,	ESICI	Rs. 1.25 Lakhs	Completed
6	Co-ordinator, UGC-SAP DRS-I 01-04-2007 to 31-03-2012,	UGC	Rs. 25 Lakhs	Completed
7	Co-Principal Investigator, Production of Documentary Films 2006 to 2012,	BRNS-DAE	Rs. 16 Lakhs	Completed
8	Feed forward studies for FM Radios in Tamil Nadu & Kerala ,2006 to 2011,	Technomedia Pvt.Ltd.,New Delhi	Rs.2 Lakhs	Completed
9	Feed forward studies for FM Radios in Tamil Nadu & Kerala (Co-ordinator)	Technomedia Pvt.Ltd., New Delhi	Rs.2 Lakhs	Completed
10	Corporate Video- 2004,	Tuticorin Port Trust	Rs.85,000	Completed
11	Water – The Elixir of Life (Co - Coordinator)	DST – National Council on Science and Technology	Rs.3 Lakhs	Completed
12	Documenting Bio-diversity in Malaysia (Co-Principal Investigator)	University Sains Malaysia	RM 15,000 (Rs. 2 Lakhs)	Completed

8. No. of Ph.D successfully guided

Sl.No.	Name of the Scholar	Title of Thesis	Degree Awarded
1	Jebakumar, C.	A Study of Virtual Learning Environment with reference to the Perceived Preparedness of College Students in Tamil Nadu	Awarded, December 2009
2	Ratnamala, V.	Dalit Issues and Tamil Press: The Coverage of Dalit Participation in Politics in the Southern Districts of Tamil Nadu	Awarded, December 2009
3	Balasubramanian, A.	A Study of Institutional Preparedness for E-governance in Indian Affiliating Universities	Awarded, March 2010
4	V.Ilamparithi	Narrowcasting and Community Development: A Study of Certain Rural Development Initiatives in Tamilnadu	Awarded, April 2012
5	Krithika K.S	“A study of women empowerment through MSSRF’s village knowledge centre’s in Pondicherry	Awarded, July 2012
6	M. Maani Mabel	Effectiveness of Select ICT Initiatives on Community Development in Rural Tamilnadu	Awarded, May 2014
7	M. Kalavathy	Uses and Gratifications Approach to Technology	Awarded, September 2014

		Acceptance of Internet as Perceived Performance Enhancer among College Students	
8	V. Sundararaman	Social Consequences of Social Networking; Access, Involvement and Interactivity among College Students in Southern Districts of Tamilnadu	Awarded, February 2015
9	B.Radha	A critical Discourse Analysis of News Reports on Violence against Women in the Tamil Language Daily 'Dina Thanthi'	Awarded, January 2016
10	J. Vijaya Ratna Kumar	A Culture in Transition: A study of Gaana singers in Chennai	Submitted, May 2016

9. Publication

9. a. Papers Published in National Journals

- Radha .B., and Govindaraju P., Gendered Discourse: Framing of news on violence against Women in Tamil Press WOMEN'S LINK, Vol.21.No.4, October – December 2015, ISSN:2229-6409.
- Nidya. B., and Govindaraju.P., Communication Technologies and their use for governmental transformation AMITY Journal of Media and Communication Studies, Vol.3. No.1 January – December 2013.
- Krithika. K.S., and Govindaraju .P., Acceptance of Internet by rural women: A TAM analysis The Journal of Media Studies, ISSN: 2249-3263 Vol.4 I.1&2.
- Muthu Selvi .S., and Govindaraju.P., Uses and Gratifications Approach to study the Social and Psychological Influence of Mobile phone usage among college students in Tirunelveli. The Journal of Media Studies, ISSN: 2249-3263 Vol.4 I.1&2.
- Radha. B., and Govindaraju P., Community media in women empowerment. The Journal of Media Studies, ISSN: 2249- 3263 Vol.3 I.1&2
- Shanthini Sarah., and Govindaraju P., Community Radio and Civil society: A case study of NGO enabled community radio in Tamilnadu. The Journal of Media Studies, ISSN: 2249-3263 Vol.3 I.1&2.
- Muthu Selvi .S., and Govindaraju.P., A Descriptive study on portrayal of transgender in Tamil movies. The Journal of Media Studies, ISSN: 2249- 3263 Vol.3 I.1&2.
- Maani Mabel, M. and Govindaraju, P., Common Service Centers in Rural India: An Evaluation by Sequential Mixed Method Design, The Journal of Media Studies, Vol. 02; Issue. 01, January 2011. ISSN: 2249 3263
- Nidhya B. and Govindaraju, P., Assessment of Tamil Nadu Government Tourism Website – Using A Tourism Website Evaluation Tool, Amity Journal of Media and Communication Studies, Vol. 1 No. 2, 2011. ISSN: 2231 1033
- Kalavathy M. and Govindaraju, P., Gender Differences in Access and Usage of ICT by College Students, The Journal of Media Studies, Vol.01; Issue .02, July 2010. ISSN: 0974-0384
- Kanmani M. and Govindaraju, P., Effective Internet Usage by Research Scholars in Tamilnadu: A Situational Analysis, The Journal of Media Studies, Vol.01; Issue .02, July 2010. ISSN: 0974-0384
- Govindaraju, P. and Maani Mabel, M., ICT in bridging the Knowledge Gap: A Study with special reference to Tirupattur CIC, The Journal of Media Studies, Vol.01; Issue .01, January 2010. ISSN: 0974-0384
- Krithika Ilamparithi, K.S. and Govindaraju, P., MSSRF's Village Knowledge Centres and Women Empowerment in Pondicherry, The Journal of Media Studies, Vol.0 1; Issue .01, January 2010. ISSN: 0974-0384
- Govindaraju. P. and Ratnamala. P The nature of coverage of environmental issues in the online editions of leading dailies in India. Indian Journal of Science Communication, Vol.8, No.2, July – December 2009, ISSN:0972-429X.

- Jebakumar, C. and Govindaraju, P., New Communication Technologies in Distance Education, digitalLearning, August 2008, Vol. 04, Issue 8, PP. 42 – 46. ISSN 0973-4139
- Jebakumar, C. and Govindaraju, P., An Analysis of the Review of Relationships among Variables of TAM [Technology Acceptance Model] used as a tool in Information Technology Research, The Journal of Media Studies, Vol.01; Issue .01, January 2010. ISSN: 0974-0384
- Kalavathy, M. and Govindaraju P., A Study of Internet Usage Among University Students in Tirunelveli, Indian Journal of Communication, Vol. 3, No. 1, Oct – Dec 2011
- Govindaraju, P. and Maani Mabel, M., The Demise of a Digital Solution: A Study of Melur Kiosks in Tamilnadu, India, Journal of Communication, April 2010
- Govindaraju, P. and Kalavathy, M., A Study on the Influence of Viewing of TV Serials on the Life Style of Home Makers in Tirunelveli, Science Communicator, Vol.01.01, January 2009.
- Govindaraju, P. and Kalavathy,M., Serving Communities: The Holy Way, Information for Development - i4d October 2008 pp 34-36 / www.i4donline.net
- Govindaraju, P. and Ratnamala,V., Representation of Minorities in Media: A Retrospective View, Journal of Communication Studies, Vol.3, No.3 October 2007-March 2008.
- Ratnamala, V. and Govindaraju, P., Media and Dalits: A Study on the Depiction of Dalit issues in Tamil Newspapers, Journal of Communication and Media Studies, Department of Journalism and Mass Communication, Kerala University, Trivandrum Vol.2. No.1 Jan 2008
- Govindaraju, P. and Jebakumar,C., Applications of ICTs in Virtual Universities, Information for Development - i4d November 2007 pp 17-18 / www.i4donline.net
- Govindaraju, P., and Ramaswamy,S.V., Educational Television in Higher Education: UGC Countrywide Classroom – An Assessment, ICCTR Journal, Vol.1-2, 1996.
- Govindaraju, P., and Thomas,P.E., Public Relations in Local Administration, Vidura, 1990, Vol.27, No.1: 29-31, New Delhi.
- Govindaraju, P., and Ananthalakshmi,S., Mass Media and Farming Community, Communicator, 1989, Vol.XXIV,No.4, New Delhi.
- Govindaraju,P .and Selvam,M., Public Relations in Police, Vidura 1989, Vol.26, No.1: 38-41, New Delhi.
- Govindaraju,P, ETV Programmes, Vidura, 1989, Vol.26,NO.5:25-26, New Delhi.
- Govindaraju, P., and Venkatramanan, P., Mass Communication in India, Indian Secular Voice,1988, Vol.1, NO.3, New Delhi.
- Govindaraju,P., Public Relations in Insurance, Vidura, 1988, Vol.25, No.3: 17-22, New Delhi.
- Govindaraju, P., Public Relations in a Public Sector Firm, Vidura, 1987, Vol.24, No.2:29-39, New Delhi.

Papers Published in International Journals

- Radha .B., and Govindaraju P., Reception of news reports on violence against women by youth in Tamilnadu, International Journal of Advanced Scientific Research and Management, Vol.I, Issue 11, November 2016.
- Govindaraju, P. and Maani Mabel, M., A Study of a Village Knowledge Centre in a Coastal Village, Journal of Global Communication, Vol.03; Issue 01, 2010. ISSN: 0974-600.
- Govindaraju, P. and Maani Mabel M., The status of information and communication technology in a coastal village: A case study, International Journal of Education and Development using ICT, Vol. 6. No 1 2010. ISSN: 1814 – 0556.
- Govindaraju, P. and Banerjee, I., A Retrospective View of Countrywide Classroom Project in India, Journal of Educational Media, Vol.26, PP.107 – 113, 1999. ISSN (printed): 1358 – 1651.
- Govindaraju, P. ETV Viewing Habits of Indian College Students, Media Asia, 1992, Vol.19, No.2, PP.107 – 113, Singapore. ISSN: 0129 – 6612.

9. b. Books and Journals edited

Sl.No	Title of the Book/ Journal	Published by and ISBN/ ISSN	Editor/ Chief Editor
1	Readings in Communication – Vol.1 Under UGC unassigned grants	Manonmaniam Sundaranar University, Tirunelveli 2011, (ISBN: 9789381402-17-7)	Editor
2	Studies in Communication- Select Readings 2007	Manonmaniam Sundaranar University, Tirunelveli, 2007, (ISBN:978-93-81402-06-1)	Editor
3	Select Readings in Media Studies	Manonmaniam Sundaranar University, Tirunelveli, 2011, (ISBN)	Editor
4	The Journal of Media Studies January 2015 (Editor). Vol. V Issue I & II. (under process)	Referred Journal of Department of Communication, M. S. University.	Chief Editor
5	The Journal of Media Studies January 2013 (Editor). Vol. IV Issue I & II.	Referred Journal of Department of Communication, M. S. University. (ISSN: 2249 3263), 2013	Editor
6	The Journal of Media Studies January 2012 (Editor). Vol. III Issue I & II	Referred Journal of Department of Communication, M. S. University. (ISSN: 2249 3263), 2012	Editor
7	The Journal of Media Studies January 2011 (Editor). Vol.2. Issue 2.	Referred Journal of Department of Communication, M. S. University. (ISSN: 2249 3263), 2011	Editor
8	The Journal of Media Studies January 2011 (Editor). Vol.2. Issue 1.	Referred Journal of Department of Communication, M. S. University. (ISSN: 2249 3263), 2011	Editor
9	The Journal of Media Studies July 2010 (Editor). Vol.1. Issue 2.	Referred Journal of Department of Communication, M. S. University. (ISSN: 0974-0384), 2010	Editor
10	The Journal of Media Studies January 2010 (Editor). Vol.1. Issue 1.	Referred Journal of Department of Communication, M. S. University. (ISSN: 0974-0384), 2010	Editor

9. c. Chapters Published in Books

- Sridevi, S & Govindaraju, P., A Study on the role of ICT in Rural Women Empowerment in Tirunelveli, Published in ICT and Women Empowerment 2016, ed. C.Vani, Peddiboyina Vijaya Lakshmi, Sonali Publications, New Delhi ISBN: 978-81-8411-570-3.
- Govindaraju, P & Maani Mabel M, ‘Contingency Factors Impacting the Rural Information and Communication Technology Hubs’ in Handbook of Research on Cultural and Economic Impacts of the Information Society, Edited by P.E. Thomas, M. Srihari, Sandeep Kaur IGI Global USA., ISBN 978-1-4666-8598-7 (hardcover) -- ISBN 978-1-4666-8599-4 (ebook).
- Maani Mabel, M. & Govindaraju, P., A Contingency View of Factors Affecting the Rural ICT Projects, Published in Readings in Communication, 2011, Ed. P.Govindaraju, Publication division Manonmaniam Sundaranar University, Tirunelveli, ISBN: 9789381402-17-7
- Boopathi & Govindaraju, P., Ethical Journalism and Indian Media: Principles, Issues and Emerging Trends, Published in Readings in Communication, 2011, Ed. P.Govindaraju, Publication division Manonmaniam Sundaranar University, Tirunelveli, ISBN: 9789381402-17-7
- Radha, B. and Govindaraju, P., Coverage of Domestic Violence in Newspapers: Right to be Represented Ethically, published in Emerging Trends in Human Rights, 2011, Ed. R. Sulochana Kumari, G. Sathibama & P. Stella Muthu Rajam. Shanlax Publications, Madurai, ISBN: 938065743-9
- Govindaraju, P. and Maani Mabel M., Common Service Centers for Governance: A Study with special reference to Tamil Nadu, published in Changing paradigms of Media Landscape in the Digital Age: Issues and Perspectives with special reference to Rise of Social Media, 2011, Ed.

9. d. Papers Published in Conference Proceedings

- Radha, B. and Govindaraju, P. (2012) Communicating Rights: Gender equality through Human Rights Education, Proceedings of International conference on “Educating for Human Rights, Peace and Intercultural Dialogues” organized by PSN College of Education, Tirunelveli, Ed.al. P.Suyambu, A KAAS Publication, Nagercoil, during 6-7 January 2012, ISBN: 97881909710-9-6
- Kalavathy, M. and Govindaraju, P. (2012) Internet in Education towards Development, Proceedings of International conference on “Educating for Human Rights, Peace and Intercultural Dialogues” organized by PSN College of Education, Tirunelveli, Ed.al. P.Suyambu, A KAAS Publication, Nagercoil, during 6-7 January 2012, ISBN: 97881909710-9-6
- Govindaraju, P. and Ratnamala, V., (2011)A Study of the Status of Dalit Journalists in Tamil Nadu, Conference Proceedings of First International Conference of the South Asian Society of Criminology and Victimology, Ed. Jaishankar K. & Natti Ronel, published by SASCV, January 15 – 17, 2011. ISBN 978-81-906687-4-3
- Kalavathy M. and Govindaraju, P., Challenges of Using Internet as a Tool of Education, published in the Proceedings of National Conference on Quality Enhancement in Teaching Learning Evaluation Process through ICT in HEIS, jointly organized by Internal Quality Assurance Cell of Sri Parasakthi College for Women & ICT Academy of Tamil Nadu, July 28 & 29, 2011
- Govindaraju P. and Kanmani, M. (2011) Open and Distance Learning in the Convergence Era: Implications for Quality Assurance, published in the proceedings of National Conference on Quality Improvement in Educational Research: Innovative Trends, organized by St. Joseph’s training College, Mannanam, March 6 -7, 2010

11. Scholarship(s)/Award(s)

Sl. No	Name of Award Fellowship etc.	Year of Award	Award by
1	Scholarship to pursue Research at Centre for Mass Communication Research, University of Leicester, England, UK.	1991-92	British Council’s Foreign and Commonwealth (FCO)
2	Won II Prize in the State Level Short Film Competition on AIDS	2006	Makkal TV
3	Academic Excellence Award	2010	Manonmaniam Sundaranar University.
4	7 th Indy’s Best B-School Academic input Syllabus in Mass Communication	2013	Stars of the Industry Awards.
5	அறிவியல் களஞ்சியம் விருது (Science Encyclopedia Award)	2015	மயிலை திருவள்ளூர் தமிழ் சங்கம் (Mayilai Thiruvalluvar Sangam)

10. Area of Specialization (Upto 100 words)

My area of specialization is Media and Development Communication that started right from my Doctoral Research work on studying the Developmental Communication strategies in the National Family Welfare Campaign towards understanding the role of mass media in disseminating Family Planning Communication. My early career for about fifteen years was on production of Educational Television Programmes for the UGC Countrywide Classroom transmission in National Doordarshan which included audience research and content analysis on Educational Television. As a Professor of Communication, presently, I focus on studies concerning ICTs in higher education and sustainable community development with a special focus to rural areas.