

## Dr. Velayutham Sundararaman

Assistant Professor | Public Relations Officer | Researcher

Manonmaniam Sundaranar University, Tamil Nadu, India

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### Professional Summary

A visionary academician and media researcher with over 16 years of experience in journalism, mass communication, and public relations. With a deep understanding of digital media literacy, misinformation, media representation, and ICT in education, I have contributed significantly to research, academia, and institutional public relations. My work is dedicated to fostering innovation, interdisciplinary research, and impactful knowledge dissemination. Currently serving as the Public Relations Officer at Manonmaniam Sundaranar University.

### Educational Qualifications

🎓 Ph.D. in Mass Communication & Journalism - Manonmaniam Sundaranar University (2008)

\*Thesis:\* Social Consequences of Social Networking Sites: Access, Involvement, and Interaction Among College Students in Southern Tamil Nadu

🎓 M.A. in Communication – Manonmaniam Sundaranar University (2000)

🎓 M.S. in Information Technology – Manonmaniam Sundaranar University (2002)

🎓 B.Sc. in Mathematics – Manonmaniam Sundaranar University (1997)

📄 UGC NET Qualified (Mass Communication & Journalism)

### Academic & Administrative Experience

👤 Lecturer (Journalism & Mass Communication) - Manonmaniam Sundaranar University (2002 – 2007)

👤 Assistant Professor (Journalism & Mass Communication) - Manonmaniam Sundaranar University (2007 - Present)

👤 Public Relations Officer - Manonmaniam Sundaranar University (2024 - Present)

## Research & Publications

📌 Research Interests: Digital Media Literacy | Misinformation & Fake News | Media Representation | ICT in Education | Social Media & Society

📖 Published Research Papers:

- Psychoanalysis of Scenes that Trigger Alcoholism and Smoking in the Pan-India Film KGF 2 (2023, ShodhKosh Journal)
- Digital Media Literacy and Fake News Awareness Among Digital Immigrants of Tirunelveli District (2023, ShodhKosh Journal)
- Analysis of Alcohol, Tobacco, and Drug Consumption Scenes in the Tamil Film 'Vikram' by Psychoanalytic Film Theory (2023, ShodhKosh Journal)

📚 Books Authored: Social Consequences of Social Networking Sites (2020, ISBN: 9786139934881)

## Research Supervision & Projects

🎓 Ph.D. Research Supervision: Awarded - 5 Candidate, Ongoing - 4

📄 M.Phil. Dissertations Supervised: 8 Completed

🔬 Funded Research Project: A Study on Media Accessing Patterns and Entrepreneurship Awareness Among Rural Youth in Southern Tamil Nadu (ICSSR Funded)

## Conferences & Invited Lectures

🎤 Select Invited Talks & Presentations:

- New Media Research Innovation and Critical Thinking – Narayanaguru College of Engineering (2019)
- Investigating the Impact of Misinformation in Social Media – Subbulakshmi Lakshmi pathy College of Science (2020)
- Understanding the Role of New Media in the Agricultural Sector – Manonmaniam Sundaranar University (2018)

## Awards & Recognitions

🏆 Microsoft Innovative Educator Expert (2015)

🏆 Recognized as a Key Contributor to Digital Media Research

## Technical & Professional Skills

💻 Digital Media Analytics | 🎥 Multimedia Content Development

📄 Public Relations & Media Management


📊 Research Methodologies & Academic Writing


🖱️ ICT in Education & E-Governance Studies


### Professional Memberships

- ◆ Member, Indian Communication Association (ICA)
- ◆ Member, Association of Media and Communication Scholars (AMCS)

### Contact Information


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### Declaration

I hereby declare that the information provided above is true to the best of my knowledge and belief.

 (Dr. Velayutham Sundararaman)