

RESUME



Name : Dr.S.Vijayalakshmi

**Designation : Assistant professor Department :
Visual Communication**

Address : St.Xaviers College, Palayamkottai

PERSONAL DETAILS

Date of Birth : 24/07/1981

Qualification : M.Sc., M.Phil, PhD

Designation : Assistant Professor

Department : Visual Communication

Community : BC

Religion : Hindu

Nationality : Indian

Mobile : 8778297037

Email ID : sankaranvijayalakshmi@gmail.com

ACADEMIC QUALIFICATIONS

Degree	Specialization	College	University	Year of Passing
B.Sc	Electronic Media	College of EnggGuindy,	Anna University	2004

M.Sc	Electronic Media(2008)with first class	College of EnggGuindy,	Anna University	2008
M.Phil	Media and Communication	-	Bharathiyar University	2013
Ph.D	Journalism and Mass Communication	-	Periyar University, Salem	2023

ACADEMIC IDENTITY

*VIDWAN ID	548334
*ORCID ID	0009-0002-0031-810X
*SCOPUS ID	
*RESEARCHER ID/ PUBLONS ID	rid85376
GOOGLE SCHOLAR LINK	RUILN3gAAAAJ&hl

TEACHING EXPERIENCE

Date of Appointment	19/6/2024
Date of Retirement	24/07/2041
Teaching Experience	UG -9
	PG -5
	M.Phil. –nil
Research	Guided M Phil: - nil Guided Ph D: nil

COURSES/CLASSES TAUGHT	NAME OF THE INSTITUTIONS	DURATION		Years
		From	To	
Tech Electronic Media- Television production, Film script writing, Pre production, Video editing Practical, Media law and Ethics, Media Economics, Writing for Media, Human communication, Introduction to Audio Production, Post-Production Practical, Photography, Research Methodology, Advertising, Introduction to Communication, Communication skills, Video Production Practical Video -Post production Practical, Media research projects, Elective for other departments“ photography.	Karunya University	2008	2013	6

M.Sc., Visual Communication- Guided Media research projects. Television Production, Script writing, Pre -production, Video editing practical, Media law and ethics, Writing for media, Human communication, Research methodology, Advertising, Introduction to communication, Video production, Internships.	Karunya University	2008	2013	6
B.Sc., Visual Communication- Television Production, Script writing, Video editing practical, Media law and ethics, Writing for media, Human communication, Research methodology, Advertising, Introduction to communication, Communication skills, Video production, Internships.	JP College of arts and Science	2018	2020	3
B.Sc., Visual Communication- Television Production ,Advertising an Brand Communication, ,Media culture and Society, Ethics, Life Coping and Entrepreneurial Skills Management.	St. Xavier's College (Autonomous), Palayamkottai	2024	Till Now	-

AWARDS RECEIVED

1.	Awarded as a „Nambikai Tamilachi“ by Tamil Echos (online Radio), Tiunelveli, 2023
2.	Awarded as a Best teacher Dr.Radha Krishnan award by Nursery and Primary schools association-2021
3.	Awarded as a Best teacher by JP College of Arts and Sciences, Ayikudi, Tenkasi 2019
4.	Awarded as a Best teacher to bring up a 100% result on University Examson 2018-2019.

ADMINISTRATIVE EXPERIENCE

S. No	DESIGNATION	INSTITUTIONS	YEAR
1	Vice Principal	Success Matric Hr Sec School	3
2	Assistant Professor	JP College of Arts and Science	3
3	Assistant Professor	Karunya University	6

MEMBERSHIP

S. No	Designation	Particulars
1.	Life time member	Alumni association of research scholars association ,Periyar University, Salem

ORIENTATION / REFRESHER COURSES / FACULTY DEVELOPMENT PROGRAMME UNDERGONE (5)			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	MALAVIYA MISSION TEACHER TRAINING PROGRAMME	UGC-Malaviya Mission Teacher Training Centre (UGC- MMTTC),	Bharathidasan University, Tiruchirappalli, Tamil Nadu from 21.04.2025 to 29.04.2025

Others			
S. No	Name of the Training	Name of the Sponsoring Agency	Place and Date
1	Faculty Enhancement and Empowerment Programme	St.Xavier's College (Autonomous),	23/07/2024 Palayamkottai
2	Faculty Enhancement and Empowerment Programme	St.Xavier's College (Autonomous),	08/08/2024 Palayamkottai
3	2 Days Staff Orientation	Higher Education Commission & Faculty Development Centre	04/11/2024& 05/11/2024 St. Joseph's College (Autonomous) Trichy
4	2 Days Staff Enhancement and Empowerment Programme	IQAC & Dept. Of English St.Xavier's College (Autonomous),	19/11/2024 to 20/11/2024, Palayamkottai
5	Staff Enhancement and Empowerment Programme	Prof. Peter Paradesi Hall, St. Xavier's College (Autonomous),	12/12/2024, Palayamkottai
	Orientation Program	St. Xavier's College of arts and Science, Palayamkottai	June 29 and July 6,2024,Palayamkottai
	Orientation Program	St. Xavier's College of arts and Science, Palayamkottai	June 3to5,2024, Kodaikanal
	Faculty Development Programon "Learn, Relearn and Unlearn"	JP College ofArts and Sciences, Ayikudi, Tenkasi	Oct 28 to Nov 1 2019
	Faculty Development Program on "Data Analysis using SPSS"	SPSS South Asia Pvt. Ltd, Bangalore	30 OCT,2013
	Faculty Development Program on "Self Empowerment".	Karunya University, Coimbatore	May 25 and 26, 2009

DETAILS OF RESEARCH WORK		
Research Stages	Title of the Thesis	University where the work was carried Out
Awarded	The Changing Beauty Perception and Cosmetics Purchase Decisions: A Study on the Role of Television Advertisements among Different Generations of Users	Periyar University ,Salem,India
AREAS OF RESEARCH		

Television advertisements have long played a significant role in shaping consumer perceptions and behaviors, particularly in the cosmetics industry. By analyzing the impact of TV ads on beauty perceptions across different generations.

RESEARCH PROJECTS CARRIED OUT			
S. No	Title of the Project (Minor)	Name of the Funding Agency & Amount	Duration
1	Water-Eliir of Life	AnnaUniversity,Chennai and 6000	Nov 20to Jan 10,2003
2	Enhancing English learing through AI driven story telling	IPD,Tamil nadu	Waiting

PUBLICATIONS				
BOOKS	BOOK CHAPTERS	SCOPUS	WEB OF SCIENCE	UGC LISTED
OTHER INDEXED	AS A RESOURCE PERSON	PAPERS PRESENTED IN NATIONAL AND INTERNATIONAL SEMINARS	WEBINARS, SEMINARS, WORKSHOPS ATTENDED	

PUBLICATIONS: BOOKS (nil)			
S. No	Title of the Book	Publication	Year
1.	Nil	Nil	Nil

BOOK CHAPTERS (1)			
S. No	Title of the Paper	Name of the Book	ISSN No., Pg.No
1	The Role of Social media in the Mobilization and Interpersonal Communication among Transgender”	“Transgender Inclusion: Challenges and Implications”	

PUBLICATIONS: SCOPUS INDEXED JOURNALS (1)WEB OF SCIENCE (0)			
S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No

*1	Influence of Television Cosmetic Advertisements on Cosmetics Consumption Among College Students	Palarch's Journal of Archaeology of Egypt/Egyptology	17(7), 12230-12237. ISSN 1567-214x.
----	---	--	-------------------------------------

PUBLICATIONS: UGC LISTED JOURNALS (3)

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor & Pg. No
1.	"A content analysis study on Television Cosmetic Advertisements".	THINK INDIA	ISSN 0971- 1260Vol-22-Issue-14,Dec-2019
2.	"To study the role of cosmetic television advertisements with respect to Beauty Perception and Cosmetics Consumption among university students".	THINK INDIA	ISSN 0971-1260Vol-22-Issue-14,Dec-2019.
3	A thematic analysis on beauty perception".	THINK INDIA	ISSN 0971-1260Vol 22

PUBLICATIONS: OTHER INDEXED JOURNALS (3)

S. No	Title of the Paper	Name of the Journal	ISSN No., Volume, Issue, Impact factor &Pg.No
1.	"Portrayal of elder women in T.V Commercials with special reference from Tamil Region Channel.	Multidisciplinary Journal	ISSN: 2249-6661 Vol-43 No.-04 (XXIII) October-December (2020)
2	"Critical analysis of ICT usage and influences in higher education" published in,	IJIFR	30/05/ 2014.
3	"A Study on the Role of Technology in shaping up the Society".	IJAIST	Vol-19,No.19,Nov,2013
4.	Marketing Implications of AI driven television Advertisements incorporating Indian Knowledge System (IKS) Elements	XAVERIAN JOURNAL OF MARKETING	Vol-13,issues-2,December 24
5.	Converging Artificial Intelligence with Indian Knowledge System: Issues and Solutions in the UGC Framework	Interdisciplinary Research Journal for Humanities	ISSN 2249-250X Volume – 15 No. 1 March 2025

6	TV Media Coverage of Climate Action (SDG 13) in Tamil Nadu	Royal International Global Journal of Advance and Applied Research	Vol-2 issue4 2025/4
---	--	--	---------------------

AS A RESOURCE PERSON (2)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	Documentary –The life of Phenominal Workers release	JP college of arts and science	Ayikudi, Tenkasi, August-2021
2	Annual Day	Success Nursery and Primary School	Kadayanallur-May-2023
3	Plant for the planet	St. Xavier's College (Autonomous),	28/7/2024 Palayamkottai
4	Photography-Legatees'24	St.John's College PalayamKottai	23/09/2024 Palayamkottai
5	YOVA UTSAV-2024-2025	St. Xavier's College (Autonomous), Palayamkottai	3/12/2020 Palayamkottai
6	Internal research methodology workshop on SPSS and Academic writing	Indian Sociological society RC25 :Sociology of science,New Delhi and Holy cross home Science College ,	27/9/24 Thoothukudi.

WEBINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP PAPER PRESENTED: National (4) International (3)

S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
1	International Conference	Kalasalingam Academy of Research and Education Dept. of Visual Communication, Tailor & Francis publisher	20-02-2024 & 21-02-2024 ,Sriveliputhur,Tamil nadu
2	International Conference	V. O. Chidambaram College, Thoothukudi	27/2/2025
3	NATIONAL	SRM,Trichy	5/3/2025
4	International	School of earth science and University of Kelaniya,Srilanka	11&12/4/25
5	National conference	Dr.MGR University	Chennai
6	International Conference	APU University	Malasiya, July 17 &18,2019
7	National Conference	Dr.N.G.P arts and Science	Coimbatore,India,30/5/2014
8	National Seminar	ICSSR	Periyar University, Salem 21 & 22/1/2016.
9	National Seminar	ICSSR	Periyar University, Salem, 2018 Jan 25

WEBINARS/SEMINARS/ CONFERENCES / SYMPOSIA / WORKSHOP ATTENDED:			
S. No	Name of the Event	Name of the Sponsoring Agency	Place and Date
	seminar	St. Joseph's college, Trichy	1/10/24
1	Webinar on „First clap“	JP Media club ,JP College of Arts and Science	Ayikudi,Tenkasi dist 10/6/2020
2	Webinar on „Freelance of Video graphy“	JP Media club,JP College of Arts and Science	Ayikudi,Tenkasi dist 6/7/2020
3	Webinar on „Media Anthropology“	JP Media club JP College of Arts and Science.	Ayikudi,Tenkasi dist 4/6/2020
4	Webinar on „Experience of Excellence“	,JP College of Arts and Science	Ayikudi,Tenkasi dist 29/5/2020
5	Webinar on „The magic of Sound for Film and Media	JP Media club ,JP College of Arts and Science	Ayikudi,Tenkasi dist 28/5/2020
6	Webinar on „Gender and Media	JP Media club ,JP College of Arts and Science	Ayikudi,Tenkasi dist 21/5/2020
7.	Webinar on „Women in media	Department of visual communication and women cell,JP College of Arts and Science.	Ayikudi,Tenkasi dist 5/6/2020
8	Webinar on „ Exposing the Wide life“	VLB Janaki ammal College of arts and Science.	Coimbatore 26/5/2020
9	Webinar on „Turn fat in to fit“	JP Media club, JP College of Arts and Science	Ayikudi,Tenkasi dist 1/6/2020
10	International Conference	APU University	Malasiya July 17 &18,2019
11	National seminar	ICSSR	Salem,Jan 24&25,2018
12	National Seminar	ICSSR	Periyar University,Salem 21 &22/1/2016.
13	National conference	Dr.MGR University	Chennai,16/4 /2021
14	National Conference	Dr.N.G.P.Arts and Science	Coimbatore,India,30/5/2014
COUNTRIES VISITED			
1	Malasiya		

EXTRA-CURRICULAR ACTIVITIES/ CO-CURRICULAR ACTIVITIES ATTENDED(NCC/NSS/YRC/SPORTS/LITERARY AND CULTURAL ACTIVITIES)	
Worked as a Director of Photography in the national level short film project on community radio video challenge entitled “Thulir” in the academic year 2019-2020	
Worked as a Assistant Director in the national level documentary project on Mahatma	

Gandhi national rural employment guarantee act entitled „The Life of Phenomenal Workers“ in the academic year 2021-2022.
Online course on Script Writing: Write a Pilot Episode for a TV or Web Series.
Editing techniques in Avid express pro, PentaSolutions,May2010.
“E-course on Scriptwriting for films and television 7Aug-21Sep,2006, UGC,NewDelhi.

Date: 31/8/25

Name: Dr.S.Vijayalakshmi