

Dr. (Mrs). P. SRI JOTHI

49, K.V Apartments,
Chakkarapaniroad, Maduvangarai,
Guindy.Chennai-600 032. India.

E-Mail: sreejoonline@gmail.com

EDUCATIONAL QUALIFICATION:

Ph.D	March 2013	Role of Media in Science and Technology Communication for the development of rural women	Highly commended	Dept.of Media Sciences, CEG, Anna University. Chennai-25.
M.Phil Journalism & Mass communication	May 2006	The Study on the Role of Media in creating awareness on Right to Information Act with special reference to a regional Newspaper.	II Class 55%	Madurai Kamaraj University. Madurai
M.Sc Electronic media	May 2004	Making sense on Television: An Psychological study of Audience impact	I Class 7.6 CGPA	Dept.of Media Sciences, CEG, Anna University. Chennai-25
B.Sc Physics	April 2002	-----	I Class 74.6%	Bharathidasan University. Trichy.

ADDITIONAL QUALIFICATION:

- (1) Completed UGC Refresher course in Education Technology – “A” Grade (09-03-07 to 29-03-07) Organized by UGC Academic Staff College. University of Madras. Chennai.
- (2) One Year Diploma In Computer Application –“A” Grade CSC Computer Education, Karur.
- (3) Attended a Faculty development Program on ‘Web Technology’ in MIT campus, Anna University, Chrompet. Chennai.

SOFTWARE SKILLS:

Operating System : Dos, Windows 95/98/2000
Packages : MS-Office,
Web Designing : HTML, JavaScrit, CSS, XML, Dream weaver,
Multimedia : Coreldraw, Adobe Photoshop, Adobe Illustrator.
2D Animation.
Editing : Adobe Premiere Pro.

INDUSTRIAL TRAINING AND WORK EXPERIENCE

1.	DOORDARSHAN KENDRA CHENNAI – Production (Training from December 2003 to March 2004)
2.	Trained for news reporting, news production
3.	Anchor & Produced a special programme for “ PUDHIYA PUTHAGAM ” -20mins
4.	Worked as Production assistant in Indian classic short Tele film “ KAASUMARAM ”-30 Mins
5.	Anchor & Script writer for Live Programme “ THERIYUMA UNGALUKKU ”at 12.30 p.m to 1.30 p.m and “Nalandavai” – Informational and Educational Program.
6.	Worked as Assistant Director for Ten episodes of inhouse production “ Paadhaigal ” a mega serial With the Program executive Mr. Sayeed Rafiq Basha. DOORDARSHAN KENDRA CHENNAI.
7.	Handled PR Projects and organized Press meet co-ordinated with Mr. Srinivasan.PRO, Prime Point Public Relations PVT LTD , Wasan Street, T-Nagar.Chennai-17. – Part time April - September 2005
8.	Freelance PR executive in reputed ad agency. SPHINX MEDIA PVT LTD . Nungambakkam. Chennai. November 2005-June 2006

OTHER WORK EXPERIENCE:

TEACHING

S.No	College	Period
1.	Teaching Fellow in Dept. of Media Sciences, CEG, Anna University, Chennai-25	From September 2007 to August 2008
2.	Teaching Research Associate in Dept. of Media Sciences, CEG, Anna University, Chennai-25	From August 2008 to Dec 2012
3.	Lecturer in Dept. of Visual Communication. Sathyabama University, Chennai-119.	From 07-06-2006 to September 2007
4.	Lecturer in Dept. of Visual Communication. Womens Christian College. Nungambakkam Chennai.	From 12-12-2005 to 30-04-2006
5.	Lecturer in Dept. of Communication. Sindhi College of Arts and Science. Chennai-77.	From 06-08-2004 to 09-12-2005

(Handled classes for both UG(Vis.com) and PG(Mass communication, Electronic Media))

Total Teaching Experience - 8 years

Total Industry Experience - 2 Year

Publications and Seminar:

- **Published a research paper titled” The role of media in science and technology education, development and rehabilitation of women affected by the 2004 tsunami in the state of Tamilnadu”** in the Journal of Tsunami society International ,Sri Jothi P and Neelamalar M, Vol 30:Number 2, August 2011(**Peer-reviewed Impact Factor journal**)
- **Published an article on titled “The Study of Social Media Networking: Analysis of Social Networking sites for scientists”** in an international journal “Communication Studies” in December 2010 issue.
- **Published a research paper titled” “Analysis on social networking sites: a study on effective communication strategy in developing brand communication”,** Journal of Media and Communication Studies Vol. 3(7), pp. 234-242, July 2011.
- **Published an article on titled “A study on the impact of websites in communicating science and technology information: With special reference to agricultural resources to farmers”,** International Conference on Electrical and Control Engineering, ICECE 2011 – Proceedings of the IEEE, pp. 5714-5717, 2011 with **Impact factor.**
- **Research paper titled “Diffusion of Media and Communication: A study on the impact of New Media Technologies especially the role of Internet in communicating Science to Women”** was prepared and sent to “Asian Journal of Women Studies” and waiting for acceptance.
- **Research paper titled “Role of Print Media in creating awareness on Right to Information ACT 2005 with special reference to “Dinathanthi” ”** was prepared and sent to national Journal “Vidhigya:The Journal of Legal Awareness” and got acceptance for the publication.
- **Participated and presented a paper on a titled “Analytical study on Health Communication theories and models in communicating health messages through Media Strategy: with special reference to Women.”** in an International Conference on Public Communication of Science and Technology (11th PCST-2010) Science Communication without Frontiers, at New Delhi on Dec 6th to 9th 2010. The abstract was published in the proceedings.
- **Participated in a National Workshop on Technologies for rural**

Deveopment and Exhibition on 11th&12th March 2011, at Anna University by RuTAG, IIT Madras, Chennai.

- **Participated and presented a paper on a title “Role of New Media in Communicating Science to women: A study on the Impact of web portals on women”** in an International conference on Development Communication in the Era of Globalization by the Global Communication Research Association collaboration with the School of Media Studies, Loyola College, Chennai, on 9th to 11th July 2009. The abstract was published in the proceedings.
- **Presented a paper on a title “The Study of Social Media Networking: Analysis of Social Networking sites for scientists”** in National Seminar on Emerging Trends in Media the Rise of Digital Culture and its impact on Information Society, held on January 21-22 2010 at the Centre for Electronic Media and Mass Communication, Pondicherry University. The abstract was published in the proceedings.
- **Abstract of the paper “Recent Advances in Communication through Satellites: A study of ANUSAT (Anna University Satellite) and its application”** is published in the proceedings of Indian Youth Science Congress Organized by the Department of Science and Technology, Government of India in collobration with Rajiv Gandhi National Institute, Youth development MSSRF and SRM University during June 5th- 7th 2009 in Chennai.
- **Presented a Paper -Title “Space for developmental stories in the Regional Newspapers”**, in Two day National Seminar on Information and Communication laws organized by the Department of Legal Studies, University of Madras.(March 2007)
- **Participated** in National Media Seminar **Footprints** on 4th Nov, 06. organized by Symbiosis Institute of Mass communication, Pune.
Title : Chennai’s Cinema – The ‘C’ of Change.
- **Participated** in Media seminar on 26th Dec 2006 organized by The Hindu Media Resource Centre, M S Swaminathan Research Foundation.Chennai.
Title: Science and Tsunami: Two Years Later
- **Organized** A Media seminar “Legend 07” in Sathyabama University on 24th Jan 2007. **Title**: Cinema – A New sensation on Kollywood.

SPECIALISATION:

- Media Research
- Interactive Multimedia
- Television Production
- Advertising

- Public Relation and Media Management

Skills:

- Highly organized and dedicated with positive attitude
- Good communication and co-ordination skills
- Best Management and leadership
- Able to handle multiple assignments

PERSONAL INFORMATION:

Name : P. Sri Jothi

Date of Birth : 08-11-1981

Age : 32

Marital status : Married

Fathers' Name : K.Pichaimuthu

Husbands' Name : Mr. T. Shanmuga Sundaram

Language : Tamil, English, Hindi

I consider familiar with media aspects. I am also confident of my ability to work in a team. I hereby declare that the above-mentioned details are true to my best knowledge.

References:

1. Dr. P. Ganesan
Director, Academic Course,
Anna University, Guindy.
Chennai-25., India.
Ph.9444020360
2. Dr. M. Neelamalar
Assistant Professor,
Department of Media Sciences,
College of Engineering Guindy.
Anna University, Chennai-25, India.
Ph.9884266836
3. Dr. Raja Paul Perinbam
Visiting Professor,
Department of Electronic and Communication,
Karpaga Vinayaga College of Engineering, Chengalpet, India. ph.9840112083.