

Dr. B. Radha

Associate Professor
Department of Media and Communication
Central University of Tamil Nadu
Thiruvarur – 610 005
Tamilnadu, India
Email: radha@cutn.ac.in
radhabathran78@gmail.com
Mobile: 9790002353, 6369683596

**Educational Qualification**

- Ph.D in Journalism and Mass Communication, Manonmaniam Sundaranar University, Tirunelveli (2016)
- M.Phil in Journalism and Mass Communication, Madurai Kamaraj University, Madurai (2012)
- M.A in Journalism and Mass Communication, Madurai Kamaraj University, Madurai (2002)
- B.Sc. Maths, Providence College for Women, Coonoor, The Nilgiris (1999)

National Eligibility Test for Lectureship

Qualified the UGC – NET for Lectureship in Journalism and Mass Communication in the year 2008

Position held – Present

Associate Professor, Department of Media and Communication, Central University of Tamil Nadu, Thiruvarur from 22.05.2020 onwards.

Past experience

Assistant Professor, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu for 10 years (21.12.2009 to 21.05.2020)

Industrial / Field Experience

Seven years of field experience in development sectors on training, education, documentation and research on human rights relating to women, children and marginalized communities.

Awards/Fellowships

1. Received the “Women Achiever Award” for the year 2017 on March 8th, 2017 Manonmaniam Sundaranar University, Tirunelveli.
2. Received the best paper award in the UGC sponsored National Conference on “Digital Cultures: Intersections of Tradition and Modernity” organized by the Department of Communication and Media Studies, Bharathiar University, Coimbatore and Association of

Communication Teachers, Tamilnadu and Puducherry (ACT-TNP) held on 7th and 8th February 2014.

3. Participated in the 38th International Human Rights Training Program (IH RTP) – 2017, Montreal, Canada from 4th – 23rd June 2017 (21 days) by Equitas, Canada on receiving a fellowship.

Abroad Visits

Canada, England, Northern Ireland and Scotland

Research Projects

1. ICSSR Major Research Project titled, '**Women and Media: An Experimental Study Towards Deconstruction of Mass Mediated Gender Attitudes among College Students in Tirunelveli**' during 2018-20 for 8.6 lacs
2. Received a grant of Rs.1,00,000 from the National Commission for Women, New Delhi towards organizing a One Day Seminar on "**Elder Care, Rights and Communication**' on 27th March 2019.
3. Coordinated the project on production of educational CDs on the themes **Child rights, Victim rights and Dalit rights** (Worth Rs.1, 20,000/-) for the department of Criminology and Criminal Justice, M. S. University, Tirunelveli in the year 2012 – 2013.

Research Guidance

Ph.D – 4 ongoing

M.Phil: Completed -14, Ongoing – 1

Areas of Research

- New media, Digital Culture and Society
- Development Communication - Media, Gender and Human Rights of the Marginalized people
- Cultural studies – Language and Communication, Film and Representation
- Critical Discourse Analysis

Editorial Board

Associate Editor, peer reviewed journal, 'The Journal of Media Studies', ISSN-22493263 published by the Department of Communication, Manonmaniam Sundaranar University, Tirunelveli in the year 2015.

Professional Affiliation

Member in the Association for Communication Teachers, Tamilnadu and Puducherry (ACT-TNP)
Communication Teachers – Tamilnadu and Puducherry

Areas of invited lectures in National Conferences / Orientation/Refresher Courses/Seminars/ Workshops/Other Educational Institutions

- Invited lectures in the areas of Media and Women, Women Empowerment, Critical Media Literacy for Students, Human Rights Education, Film and Representation, Social Media and Women, Human Rights and Media, Children and Media, Leadership Skills, Life Skills, Public relations and Media Laws and Ethics.

Radio Talks

- a. 30 minutes talk in All India Radio (AIR) on Women in Media on 12th November 2017.
- b. 30 minutes talk on Gyanvani FM, Tirunelveli, on the theme “Women Rights” in December 2011
- c. 30 minutes radio talk on Gyanvani FM, Tirunelveli, on the theme “Media Ethics” in March 2012
- d. 30 minutes radio talk on Gyanvani FM, Tirunelveli, on the theme, “Film and Society” in 2nd August 2012
- e. Live call in programme on “Women Rights” on Gyanvani FM, Tirunelveli on March 2014

Research Publications/Paper Presentations/Chairing Sessions in Academic Conferences

Journal publications – 18

Book Chapters – 5

Paper Presentations in Conferences – 18

Participation in workshops/seminars – 10

Invited talks – 54

Five Significant Publications – Peer reviewed journals

1. Radha, B and Govindaraju, P. (2017). **Can we have less violence and more respected please?** *VIDHURA: Journal of Press Institute of India*. Vol.9, Issue 1. (ISSN – 0042 – 5303).
2. Radha, B and Govindaraju, P. (2016). **Coverage of violence against women: A case study of Dinathanti newspaper of Tamilnadu in India**. *Mass Communicator*. 10 (1). 31-36. Print ISSN : 0973-9688. Online ISSN : 0973-967X. DOI NO. 10.5958/0973-967X.2016.00005.3
3. Radha, B and Govindaraju, P. (2015). **Discourse Analysis of news reports on violence against women in the Tamil press**. *The Journal of Media Studies*, 6 (1&2). (ISSN-22493263)
4. Radha, B and Govindaraju, P. (2015). **Gendered Discourse: Framing of news on violence against women in Tamil press**. *Women’s Link*. 21 (4). 59-62. ISSN 2229-6409.

5. Radha, B and Govindaraju, P. (2014). **Commenting to Communicate: Online newsreaders' discourse on rape in India**. The Journal of Media Studies, 5 (1&2). (ISSN-22493263)

Book Chapters

1. Radha, B and Govindaraju (2012), P., **Victimizing Victims: Media Discourse on Violence against Women**, Ed. Beulah Sekar, Manonmaniam Sundaranar University Publication, ISBN 978-93-81402-27-6 in 2012.
2. Radha, B. and Govindaraju, P., **Communicating Rights: Gender equality through Human Rights Education**, 2011, Proceedings of International conference on "Educating for Human Rights, Peace and Intercultural Dialogues" organized by PSN College of Education, Tirunelveli during 6-7 January 2012, Ed.al. P. Suyambu, A KAAS Publication, Nagercoil, ISBN: 97881909710-9-6
3. 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. Sathiabama & P. Stella Muthu Rajam. Shanlax Publications, Madurai, ISBN: 938065743-9
4. Radha, B and Dr. P. Govindaraju, **A study on the news reports on violence against women**, Readings in Communication, 2011, Ed. P. Govindaraju, Manonmaniam Sundaranar University Publication, ISBN: 9789381402-17-7

Subject/Course materials/books

- i. As one of the authors in '**Girl Child Module**' for the 8th and 9th standard Text book, Government of Tamilnadu in the year 2016, for the students in 10 districts as part of the SSA. 'Oodagangalum kulanthaigal meethana athan thakangalum', *Penn Kulainthaigal Urimai Kalvi*. Sarva Shiksha Abiyan, Chennai.
- ii. As one of the authors in '**Value based education – fourth unit on media globalization**' published by Manonmaniam Sundaranar University, Tirunelveli for its undergraduate students in the affiliated college in the year 2016, Oodagangalum Dinasari Vazhviyalum.. *Samooga Mathippu Kalvi (Ilangalai Erandam Paruvam) Paguthi IV, Vazhgai Nerimurai Kalvi*. Manonmaniam Sundaranar University Publications., Tirunelveli.
- iii. **Course material** preparation for M.A Journalism Mass Communication Directorate of Distance Education, Alagappa University, Karaikudi, Tamilnadu in 2020

Major Programs Organized – in previous employment

1. Organized a National Conference on **‘Media Literacy in the Digital Age’** during 31st January – 1st February 2019 in Manonmaniam Sundaranar University, Tirunelveli.
2. Organized a two days workshop on **“Writing for Media”** on 17th and 18th November 2017 in Manonmaniam Sundaranar University, Tirunelveli.
3. Organized a one day workshop on **“Reporting Human rights violation”** training for Journalists and journalism students on 13th December 2013 at the Department of Communication, Manonmaniam Sundaranar University, Tirunelveli
4. Member of the organizing committee in the Annual Conference on **“ICTs and Community Development ”** organized by Department of Communication, M.S. University from 5th and 6th January 2017.
5. Member of the organizing committee in the Annual Conference on **“Globalization, Local Media and Social Issues”** organized by Department of Communication, M.S. University, and Association for Communication Teachers – TN & Pondicherry from 14-15 December 2012.
6. Member of the organizing committee of the National Conference **“Grassroots Communication for Development”** by the Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, during 25th – 26th February 2011.
7. Part of the organizing team of the 11th Regional workshop on Science Writing/Journalism jointly organized by the Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, M.T.S. Academy, Rainbow – HRD NGO, Chennai and National Council for Science and Technology Communication, Government of India, New Delhi from 20th – 23rd March 2012 in Tirunelveli and handled a session on **“Media Law”**
8. Member of the organizing committee in the National Conference on **“Media, education and development”** by the Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, during 2010

Academic Affiliations/Responsibilities held in previous employment

1. Member, NAAC Committee of Manonmaniam Sundaranar University (MSU), to work on the team on Curriculum and Design towards the preparation of the IQA, submitted the SSR and making all necessary arrangements for the 3rd cycle towards NAAC accreditation during 19th – 21st July 2019 where the University secured ‘A’ Grade.

2. Member, Internal Quality Assurance Cell, MSU, 2010-13
3. Member, NAAC – Curriculum Design Committee, 2016 – 17.
4. Member, Minority Cell, MSU, 2017-2010
5. Course In-Charge, Mass Communication and Journalism, DD&CE, M.S. University from October 2017
6. BoE, Department of Electronic Media, Bangalore University, Karnataka on 3rd November 2017
7. External examiner, St. Xavier's College, Tirunelveli on November 2017
8. Appointed as a university representative for the college committee in the Sree Devi Kumari Women's College, Kuzhithurai from 13.3.2017 to 12.3.2019.
9. Appointed as university representative in staff selection committees in colleges affiliated to MSU