



# Boobal Krishnan N

## Assistant Professor

Department of Media and Communication

School of Communication

Central University of Tamil Nadu

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### SPECIALIZATION

#### Research:

Media, Parenting and Children, Gerontechnology, Cultural Communication.

#### Technical:

Digital Media Production

### COURSES TAUGHT/TEACHING

- Television Production
- Multimedia
- Film Studies
- Photojournalism
- Quantitative data analysis
- Community Video Production

### LANGUAGES KNOWN

- Tamil
- English
- Telugu
- Kannada
- Malayalam

### TECHNICAL SKILLS

- Multimedia tools
- Audio-Video Editing apps
- Graphic designing apps
- Data analysis apps
- SPSS
- R

### EDUCATIONAL QUALIFICATIONS

#### Ph.D., Journalism and Mass Communication

PSG College of Arts & Science  
(Bharathiar University)

#### Qualified UGC NET

(National Eligibility Test)

#### Qualified Tamil Nadu SET

(State Eligibility Test)

#### M.Phil in Journalism and Mass Communication

Madurai Kamaraj University

#### M.Sc in Electronic Media

Bharathiar University

#### B.Sc in Electronics

Erode Arts College  
(Bharathiar University)

### EMPLOYMENT TO DATE

#### Assistant Professor

Department of Media and Communication,  
Central University of Tamil Nadu, Thiruvarur  
*September 2017 - Present...*

#### Assistant Professor and Head

VLB Janakiammal College of Arts and Science,  
Coimbatore  
*July 2016 - September 2017*

#### Assistant Professor

PSG College of Arts and Science, Coimbatore  
*July 2009 - June 2016*

#### Lecturer and Head

Cherraans Arts Science College, Kangayam  
*July 2008 - June 2009*

#### Lecturer

Maharaja College for Women, Perundurai  
*August 2006 - January 2008*

# Research Projects

Total Funding received: 13.46 lakhs (04 Projects)

*Internal Research Project on mitigating climate change under STRIDE (Component 1) (2021-22)*

Total Amount: 3.06 Lakhs

Title: Ocean Warming and Sustainable Fishing: Communication Strategies to Minimise Ecological Impact and Promote Effective Management.

Project Team: Dr. N.Boobalakrishnan, Dr. Francis P.Barclay, Dr. Velmurugan PS, Dr. V. Vithya

*ICSSR IMPRESS Project (2019 - 2021)*

Total Amount: 8 Lakhs

Title: Ethics, Autonomy, Privacy and Regulation: Balancing the Social Media Spheres of Political Influence

Funding Agency: ICSSR, New Delhi

Research Team: Dr. Francis P.Barclay (PI), Dr. N.Boobalakrishnan (Co-PI)

*Small Research Project (2018)*

Total Amount: 0.4 lakhs

Title: Towards Effective Implementation of SBM: Evaluation of awareness, Access, Adoption, Usage and Barriers using the Health Belief Model (HBM)

Funding Agency: NCRI, Hyderabad

Research Team: Dr. Nikhil K. Gouda, Dr. Francis P.Barclay, Dr. R.Shamala, Dr. N.Boobalakrishnan

*ICSSR Minor Research Project (2018 - 2019)*

Total Amount: 2 lakhs

Title: A Study on the Influence of Social Media on Academic performance of college students in Coimbatore

Funding Agency: ICSSR, New Delhi

Research Team: Dr. N.Boobalakrishnan (PI), Dr. R Jayaseelan (Co-PI)

# Research Publications

## Journals

- N. Boobalakrishnan, Niddana Dipika Saliny . "[Interpersonal Communication and Individual Work Performance of IT Employees](#)". ICTACT Journal on Management Studies, Volume 9(1), Pg. 1695 - 1702
- Babu, K. Beril, and N. Boobalakrishnan. "[Gender representation in children targeted commercials](#)." Mass Communicator: International Journal of Communication Studies 16, no. 4 (2022): 4-16
- Vishnu Achutha Menon, Aswathi Prasad, N Boobalakrishnan. "[Kathakali](#)" & [Virtual Reality: An Experiment](#). International Journal of Art & Design (IJAD), Volume 6 (2), December/2022, Pg. 118-130

- Vishnu Achutha Menon, Boobalakrishnan . N & Amrita S. [Performance on Social Media: Kathakali Artists in the Digital Age](#). Journal of Media and Communication, 5(2): 194-209
- Boobalakrishnan N, Francis Philip Barclay, K. Anushiya (2021) [Social Media and Polity: Network, Exposure, Preferences and Triggers](#). Journal of Media and Communication, 5(1): 81-96
- C.Pichandy, V.Palaniappan and N.Boobalakrishnan. ['Jallikattu' Movement and Cultural Identity: The Mobilising Structure of Media Paradigm and its Dimensions](#). Elixir Social Studies 151 (2021)
- Barclay, Francis Philip, Shamala R, Boobalakrishnan N and Nikhil Kumar Gouda. (2020). [Clean India Campaign: Awareness, Adoption, Usage and Barriers](#). Journal of Media and Communication, 4(2): 72- 97
- Vishnu Achutha Menon & Boobalakrishnan. N. [The Rhythmic Structures of Melam](#). The Chitralekha Journal on Art and Design, 4(2): 1-14
- R. Jayaseelan, C. Pichandy & N. Boobalakrishnan. [Evaluating Students Attitude and their Academic Performance on Social Media: A Cross-Sectional Study](#). International Journal of Management, Technology, and Social Sciences (IJMTS), April 2020.
- N. Boobalakrishnan, R.Jayaseelan, Malini Srinivasan. [Social media and Students attitude: A Study of Accessibility, Addictiveness, Exposure and Communication among College students in Coimbatore. Tamil Nadu](#). Mass Communicator: International Journal of Communication Studies, 13(2): 32-38.
- Vishnu Achutha Menon, Boobalakrishnan N. [Gender Performativity in Kathakali](#). OmniScience: A Multi-disciplinary Journal (OSMJ), 9(1): 29-33.
- N Boobalakrishnan, R Jayaseelan, Malini Srinivasan. [Developing a Scale to Measure Students' Social Media Attitude and their Academic Performance](#). ICTACT Journal on Management Studies, 5(1): 904-911.
- Vishnu Achutha Menon & Boobalakrishnan N. [Gestures in Kathakali: a Study on Protagonist and Antagonist Performances in Stories](#). The Chitrolekha Journal on Art and Design, Vol. 2, No. 3, 2018
- Boobalakrishnan, Swetha Pramod. [A Content Analysis of Blue Whale Challenge Issue Reported in News Websites](#). The Indian National Journal of English Language and Literature, 6(21): 342-346.
- N.Boobalakrishnan & Malini Srinivasan. [Television and Child Development: Positive Effects](#). Journal of Media and Communication, 2 (1): 1-16
- N.Boobalakrishnan & C.Pichandy. [Parental Intervention and Frequency of Mediation Styles towards Children Watching Television in India](#). Journal of Communication: Media Watch, 8(2): 247- 257
- Boobalakrishnan N, Dr.C.Pichandy. [ICT and Higher Education: Teachers Technological driven Ecosystem and a Paradigm shift in learning environment](#). ICTACT Journal on Management Studies, 3(4): 377-383
- Jayaseelan R, Dr.C.Pichandy, Boobalakrishnan N. [Adoption of Information Communication Technology Tools Among Medical Doctors](#). Pragyaa, Journal of Mass Communication, 13(2), 55-68.
- Boobalakrishnan N, Dr.C.Pichandy. [A study of children's television viewing and parental mediation styles in Tamilnadu, India](#). Mass Communicator: International Journal of Communication Studies, 9(2): 23-31

- Jayaseelan R, Pichandy C, Boobalakrishnan N. [Adoption of New Media Technology for Health Profession by Medical Doctors with special reference to Social Media](#). The Journal of Community Health Management, 2(3): 127-139
- Boobalakrishnan N, Dr.C.Pichandy, Dr.D.Boopathy. (2014). [Discriminant function analysis on Parental mediation styles](#). International Journal of Informative & Futuristic Research (IJIFR), 2(3): 508-514

## Books edited/Chapters in Books

- Book edited: Francis P Barclay, Boobalakrishnan N. (2021). [Social Meida in India: Regulatory Needs Issues and Challenges](#), Sage Publications India.
- Book chapter: Vithya V, Boobalakrishnan N, Francis P. Barclay and Velmurugan P.S.(2022). [Exploring the Impact of Climate Change on Fishing Practices and Fisheries Regulations among the Fishermen in Nagapattinam, Tamil Nadu](#). (Eds.), Impact of Climate Change Mitigation and Adaptation, SSDN Publishers. (pp. 14-28).
- Book chapter: Francis P. Barclay, Boobalakrishnan, N. and Anushiya K. (2021). [Social Media Dependence and the Loss of Distinction and Detachment](#). In Barclay, F. P., & Boobalakrishnan, N. (Eds.). (2021). Social Media in India: Regulatory Needs, Issues and Challenges (pp. 15-46). SAGE Publishing India.
- Book chapter: Boobalakrishnan N, Francis P. Barclay and Anushiya K. (2021). [Political Ideologies, Affiliation and Participation: Are These Related in Contemporary India?](#). In Barclay, F. P., & Boobalakrishnan, N. (Eds.). (2021). Social Media in India: Regulatory Needs, Issues and Challenges (pp. 47-68). SAGE Publishing, India.
- Book chapter: Francis P. Barclay, Boobalakrishnan N and Anushiya K. (2021). [Credibility of Social Media Messages and User Awareness](#). In Barclay, F. P., & Boobalakrishnan, N. (Eds.). (2021). Social Media in India: Regulatory Needs, Issues and Challenges (pp. 69-94). SAGE Publishing India.
- Book chapter: C. Pichandy, C. J. Ravikrishnan and Boobalakrishnan N. (2021). [Framing Conflicts on Social Media](#). In Barclay, F. P., & Boobalakrishnan, N. (Eds.). (2021). Social Media in India: Regulatory Needs, Issues and Challenges (pp. 143-168). SAGE Publishing India.
- Book chapter: Francis P. Barclay, Boobalakrishnan N and Anushiya K. (2021). [Balancing Social Media Autonomy, Privacy and Regulation](#). In Barclay, F. P., & Boobalakrishnan, N. (Eds.). (2021). Social Media in India: Regulatory Needs, Issues and Challenges (pp. 257-291). SAGE Publishing India.
- Book chapter: Boobalakrishnan N, Dr.C.Pichandy. (2016). [Television and Mediation in families: Dispositions and prospects for media literacy among Indian parent's by interaction with their children television viewing](#). Media and Visual Literacy (Exploring skills and development among youth). FACE, Faculty of Science and Humanities. 4: ISBN: 978-93-81992-74-6, 12 - 21
- Book chapter: Boobalakrishnan N, Chandrasekar D. (2014). [Campus Community Radio and its role in Communal development: the case of PSGCRS \(PSG Community Radio Station\)](#). Journalism for Positive Change. ISBN: 978-93-81212-23-3, Bharti Publications.
- Book chapter: Boobalakrishnan N, Rufus J. (2014). [Social Networking media and Teenagers. Social Networking Media: Boon or Bane?](#), ed.,Prof Bhaskar Hegde & Haampesh KS. SDM College, Ujire. 22: ISBN: 978-81-926593-0-5, 105-108.

# Conference / Seminar

## Presentations

- Presented a paper titled [Exploring the Impact of Climate Change on Fishing Practices and Fisheries Regulations among the Fishermen in Nagapattinam, Tamil Nadu](#) at Climate Change Conference held during July 20 & 21, 2022 at Central University of Tamil Nadu.
- Presented a paper titled [The Economic Burden of Ecological Conservation: Here's What Throws Cold Water on Sustainable Fishing Practices](#) at Climate Change Conference held during July 20 & 21, 2022 at Central University of Tamil Nadu.
- Presented a paper titled [Sustainable Fishing for Self-reliant Future: Fisherfolks' Past experiences, Present conditions, and Imagining Future](#) at ICSSR-sponsored national seminar on Atmanirbhar Bharat and Media: On the Road to Success on 28th and 29th April 2022.
- Presented a poster titled [Acceptance and Use of Technology among Kathakali Artists during COVID - 19 Pandemic](#) at the 21st Science Council of Asia Conference On "Science, Technology & Social Science Research: Together for a Better World" during 15-17 March 2022 organised by ICSSR-SCA.
- Presented a paper titled [An immersive virtual experience of Kathakali: An experiment in virtual reality](#) at the 8th Annual South Asian Media and Cultural Studies Conference on February 10 -11, 2022. Organised by College of Communication and Information, Florida State University.
- Presented a paper titled [Kathakali in the new millineum](#) at International Conference on Ecosophy , Art and Peace , held on June 3 and 4 , 2 0 2 1 b y the GCPAS , MAHE, Manipal, India in as sociation w ith UNESCO Peac e Chair, MAHE, Manipal, India.
- Presented a paper titled [Jallikattu' Movement and Cultural Identity: The Mobilising Structure of Media Paradigm and its Dimensions](#) at 1st Journalism International conference: International journalism and Decision-making: Who is In-charge?. organised by Journalism department, Faculty of Mass communication, Agaram Canadian university, Cairo, Egypt. October 28-29, 2020
- Presented a paper titled [Social Media Autonomy and Regulation: Political Participation and Diverging Perspectives](#) at the National level Media Symposium organized by The Centre for Media Studies at Jyoti Nivas College Autonomous, Bangalore on 16th January 2020.
- Presented a paper titled [A Study of Social media among college students in Coimbatore. Three day National conference on Social media: Authentication & Social Transformation](#), 30,31 January and 01 February 2019. Organised by Department of RDS, Computer Science & ACPR, Arul anandar college, Madurai, TN.
- Presented a paper titled [Students Social media attitude and their academic performance: A Cross sectional study among college students in coimbatore](#). National conference on Media Literacy in the Digital Age, 31 January and 1st February 2019.
- Presented a paper titled [Role of Television in Child Development: A Study on Television usage and its Positive Effects](#). ICSSR sponsored National level conference on Media and Child Development, 28-29 September 2018. Organised by Government College of Education, Vellore, TN.
- Presented a paper titled [A Measure of Parental Attitude Towards Potential Benefits of Television: Scale Development And Validation](#). ICSSR sponsored National level conference on Media and Child Development, 28-29 September 2018. Organised by Government College of Education, Vellore, TN.

- Presented a paper titled [Virtual Identity of Resilience: A Uses and Gratification approach to Social Media operations by Indian Transgender Millennials](#). AMIC International Conference, 7-9 June 2018 on Disturbing Asian Millennials: Some Creative Responses. Organised by School of Communication, Manipal Academy of Higher Education (MAHE), Manipal, Karnataka
- Presented a paper titled [Parental Mediation of Children Television viewing as a byproduct of Socio-Cultural Development - A Vygotskian Framework](#). 6th Annual Conference. Comparative Media Studies in Today's world 2018 - Emotions Vs Rationality in Mediated Discussions. St. Petersburg State University, St. Petersburg, Russia, 17th - 19th April 2018
- Presented a paper at one day international seminar on Portrayal of Social issues in Literature and Media, jointly organised by the Centre for Media and Social Science and Department of Journalism and Mass Communication, Periyar University, Salem, TN 10th February, 2018.
- Presented a paper titled [Television and Mediation in families: Dispositions and prospects for media literacy among Indian parent's by interaction with their children television viewing](#). International Conference on Media & Visual Literacy, organized by Department of Visual Communication, Faculty of Science and Humanities, SRM University, Chennai, Tamil Nadu.
- Presented a paper titled [Social networking media and Teenagers](#). National Seminar on Social Networking Media Boon or Bane?, organized by Department of post graduate studies in Journalism & Mass communication, S.D.M. College (autonomous), Ujire- 574 240. D.K, Karnataka.
- Presented a paper titled [Study on Listeners Perception And Penetration of PSG Community Radio](#). National Conference on Community Radio: Prospects and Challenges, organized by Dept. of Communication, Manonmaniam Sundaranar University, Tirunelveli.
- Presented a paper titled [Integrating Instructional Multimedia and Cognitive Domain for Effective Interactivity](#). National Conference on Media, Education and Development, organized by Dept of Communication, Manonmaniam Sundaranar University, Tirunelveli.
- Presented a paper titled [IQAC –DEFINING PARAMETERS FOR PROMOTING QUALITY IN HIGHER EDUCATION](#). Two days state level seminar - sponsored by NAAC at Rathinam College of Arts & Science, Coimbatore.

## Professional activities

- Chaired a session for "[Sixth International Conference on Media and Technology](#)" organized by Department of Visual Communication, College of Science and Humanities, SRM Institute of Science and Technology, Kattankulathur, TN.
- Chaired a session for "[Two-day National seminar on Prospects for Actualising Sustainable Educational Goals](#)" organized by the Department of Education, Central University of Tamil Nadu, Thiruvarur.
- Conducted workshop on "[Digital Photography: Techniques and Skills for Practice](#)" organized by the Department of Visual Communication, K.S.Rangasamy College of Arts and Science, Tiruchengode, TN.
- Conducted Training programme on "[Research Methods and Quantitative Data Analysis](#)" organized by Library and Information Centre & Research and Development, K S Rangasamy College of Arts and Science, Tiruchengode, TN

- Special Lecture on "[Climate Change Communication in the Public Sphere](#)" organized by Climate Change Sensitization Programme, ADM College, Nagapattinam, TN.
- Special Lecture on "[Visual Design and Photography](#)" organized by the Department of Visual Communication, K.S.Rangasamy College of Arts and Science, Tiruchengode, TN.
- National workshop on "[E-Content Development - What, Why and How?](#)" organized by Alagappa University, Karaikudi, TN.
- Handled a session on "[E-Content Development Using Multimedia](#)" in a National workshop organized by Alagappa University, Karaikudi, TN.
- Handled a session on "[Model E-Content Demos and Discussion](#)" in a National workshop organized by Alagappa University, Karaikudi, TN.
- Special Lecture on "[Basics of Research Methodology](#)" organized by the Department of Visual Communication, Thiru. Vi. Ka Government Arts College, Thiruvarur, TN.
- Special Lecture on "[Elements & Techniques of Video Production](#)" organized by the Department of Visual Communication, Sasurie College of Arts & Science, Vijayamangalam, TN.
- Produced a Documentary entitled "[TIGERS – Cat on the Edge](#)" at EMMRC, Mysore telecasted in UGC-CEC, New Delhi National network.

## Workshops attended

- Participated in ICSSR-sponsored [Two Week Capacity Building Programme for Young Social Science Faculty Members](#) organised by the Department of Political Science and Public Administration & Department of Library and Information Science during 7th November 2022 to 18th November 2022
- Completion of [R Training](#) offered by the Spoken Tutorial Project, IIT Bombay, funded by National Mission on Education through ICT, MHRD, Govt., of India and successfully completed R test organized at Sri Krishna Arts and Science College, Coimbatore. - April 25th 2020.
- Participated in Online FDP on "[Photography & Media Communication](#)" from 2020-11-9 to 2020-11-13 at University College of Engineering Villupuram Campus.
- Participated in one week FDP Programme on [Moodle Learning Management System](#), organized by Center for Virtual Learning, Dr.N.G.P. Arts and Science College, Coimbatore & Spoken Tutorial, IIT Bombay, National Mission on Education through ICT, MHRD, GOI through Online from May 04 - 10, 2020.
- Participated in Two-day Faculty development programme on [Virtual Teaching](#), April 20 & 21, 2020 (On-line mode).
- Completed [Annual Refresher Programme in Teaching: Data Analysis For Social Science Teachers](#) (October 2019 - January 2020) from HRDC, University of Hyderabad through SWAYAM portal.
- Completed successfully the course "[Introduction to Film studies](#)" from IIT, Madras (July - October 2019: 12 weeks course) through SWAYAM-NPTEL portal with Elite and Silver medal (81%).
- Participated in [IGNOU-UNICEF National Workshop on Media and Child Rights: Developing Curriculum Materials](#), 8-9 November , 2019 in New Delhi.

- Participated in a two-day workshop on 'Writing for Research Journals' with Resource Person Prof. Dr. T.T. Sreekumar, EFLU, Hyderabad from Nov 27, 2017 at Central University of Tamil Nadu.
- Attended a week long workshop on [Script Writing I](#) by renowned script writer Mr. Bala Senthilkumar in the month of December, 2017.
- Attended a week long workshop on [Script Writing II](#) by renowned script writer Mr. Bala Senthilkumar in the month of January, 2018.
- Participated in TEQIP –II Sponsored Research workshop on [Data analytics using R](#) held at PSG College of Technology, Coimbatore, during 10-11 September, 2016.
- Participated in the '[Building Capacities of Researchers in South Asia for Publishing in Academic Journals](#)' Workshop 29th and 30th January 2015, Tata Institute of Social Sciences, Mumbai, India Workshop hosted at Centre for Life Long Learning, Tata Institute of Social Sciences, Mumbai, India and Jointly organized by (ASPBAE) Asia South Pacific Association for Basic and Adult Education, (BAICE) British Association of International and Comparative Education, (UNGEI) United Nations Girls Education Initiative and COMPARE, A journal of International and Comparative Education, University of East Anglia, Norwich, UK.
- Three months training at [Educational Multimedia Research Centre \(EMMRC\)](#), University of Mysore, Mysore, Karnataka.
- Participated in online course '[THE FUTURE OF STORY TELLING](#)' by Fachhochschule Potsdam, University of Applied Sciences Potsdam, Germany. [October – December 2013]

## Awards and Recognitions

- Edited and acted in a short film "AVAN" – got selected in Norway international film festival among 600 short films around the world for screening 2012.
- Acted in a short film "YAAR" – got selected in Norway international film festival among 600 short films around the world for screening 2012.
- Short film produced got selected and screened in Frame of Mind, the International Film Festival dedicated to Mental Health held on 30th – 31st August 2014, Chennai.
- Selected from the South Asia region, one among 21 participants for the '[Building Capacities of Researchers in South Asia for Publishing in Academic Journals](#)' Workshop 29th and 30th January 2015, Tata Institute of Social Sciences, Mumbai, India Workshop hosted at Centre for Life Long Learning, Tata Institute of Social Sciences, Mumbai, India and Jointly organized by (ASPBAE) Asia South Pacific Association for Basic and Adult Education, (BAICE) British Association of International and Comparative Education, (UNGEI) United Nations Girls Education Initiative and COMPARE, A journal of International and Comparative Education, University of East Anglia, Norwich, UK.
- Produced a Documentary entitled "TIGERS – Cat on the Edge" at EMMRC, Mysore telecasted in UGC-CEC, New Delhi National network.



## Extension service Activities

- Coordinated five days registration camp for government school students in and around Thiruvarur for CUET registration (Common university Entrance Test for admission to Central Universities) in collaboration with School Education Department, Government of Tamil Nadu.
- Since our university is located in the delta and coastal region, the scope for participatory communication is more. Keeping this in mind and to fulfill the idea of the university since its time of inception, proposed a course that involves various activities to serve the local community. One such kind is the introduction of a 4 credit Community Video Production course in the MA Mass Communication programme, which provides the students an opportunity to document the knowledge and experiences of the people in the local community through participatory video as a part of course syllabus.
- Proposed and handling sessions for B.Voc Digital Journalism and Multimedia Applications Programme at Community College, Central University of Tamil Nadu, Thiruvarur. The course admits students mainly from nearby villages and around Thiruvarur.
- Actively participated in NCC during school days and successfully cleared 'A' certificate exam conducted under the authority of Ministry of Defense.

**N. Boobalakrishnan**