

Dr. Shamala R

Assistant Professor

Department of Media and Communication

Central University of Tamil Nadu, Thiruvarur-610101

Email: shamala@cutn.ac.in

Mobile: +919489270696

<https://vidwan.inflibnet.ac.in/profile/59878>

<https://orcid.org/0000-0002-0161-4210>

**Expertise**

Community Media

International Communication

Tribal Communication

Digital Divide

Educational details:

Ph.D. in Mass Communication (2016),
Department of Communication,
Bangalore University

UGC- NET- 2009.

M S in Communication (2004)
Department of Communication
Bangalore University

M A in International Relation (2019)
Annamalai University (Distance Education)

B A in Marketing Management(2001)
Bangalore University.

Work Experience:

- Presently Assistant Professor,(June 2016 Onwards) Department of Media and Communication, School of Communication,Central University of Tamil Nadu
- Transmission Executive (March 2011 to June 2016), **All India Radio**, Hassan, Karnataka.
- Lecturer, Department English, and Journalism, (July 2005 to March 2011) Vijaya College, Jayanagar (earlier B H S First Grade college).

Research Projects Completed projects:

- Towards effective implementation of Swachh Bharat Mission (Gramin): Evaluation of Awareness, Access, Adoption, Usage and Barriers using the Health Belief Model (2018) Funded by -Mahatma Gandhi National Council of Rural Education under the Ministry of Human Resource Development, Government of India (formerly NCRI) CO-Investigator
- Menstruation and Myths: Communication Strategies to Promote Healthy Practices among Rural Women Funded by **ICSSR- Southern Regional Centre (2019)**.
- Community-Based Participatory Research on the psycho-social impact, problems and reality responses to disasters: Study on the experiences of women in self-help groups affected by Cyclone Fund **ICSSR-IMPRESS 2019** New Delhi
- A Study of Challenges in offering MGNREGA as an Academic Specialization in the context of National Education Policy 2020:Funded by **Mahatma Gandhi National Council of Rural Education Hyderabad 2021.Government of India.**

Administrative Responsibility

- Member of Second Court, SC/ST women representation, Asst. Professor, Central University of Tamil Nadu. (belong to Scheduled Tribe of Karnataka Valmiki Nayaka)
- Coordinator of Community Radio Station, Central University of Tamil Nadu.
- Member, Press Relation, Public Relation Committee, Central University of Tamil Nadu.
- Convenor- Play School Committee, Central University of Tamil Nadu.(2019-2021)
- Member- Children Park and Creche, Central University of Tamil Nadu,(2022**)

- Member-Internal Complaints Committee of Sexual Harassment of women in work place (2016-2017).
- Member- Research, Development and Consultancy Cell, Central University of Tamil Nadu.

Academic responsibility:

- Editorial Board Member-Journal of Media and Communication, Department of Media and Communication, Central University of Tamil Nadu. UGC CARE listed Journal.
- Member Board of Studies: Department of Electronic Media, Bangalore University.
- Member Board of Studies Visual Communication, Holy Cross College (autonomous), Tiruchirappalli, Bharathidasan University.
- Member- Subject Expert Board of Studies in Communication, Centre for Media Studies, Madras Christian College, Chennai

Book Published:

EMERGING TRENDS IN DEVELOPMENT COMMUNICATION AND JOURNALISM-Many Voices and Many Platforms(2022)-Editors Krishna Sankar Kusuma, Pragati Paul and **Shamala Ramappa** By Kanishka Publishers New Delhi .ISBN- 978-93-91450-03-8

Papers Published:

- Malini Srinivasan, Jishnu D & **Shamala Ramappa** (2021): COVID-19 and online education: Digital inequality and other dilemmas of rural students in accessing online education during the pandemic. World of Media Journal of Russian Media and Journalism Studies 4(2021):34-54, 10.30547/worldofmedia.4.2021.2.
- Jishnu D & **Shamala. R** (2021) Fake News in the Era of Covid-19: The Indian Context. Journal of Media and Communication, 5(1): 119-128.
- Francis Barclay, **Shamala R**, Boobal Krishnan N and Nikhil Kumar Gouda. (2020). Clean India Campaign: Awareness, Adoption, Usage and Barriers, Journal of Media and Communication, 4(2): 72- 97.
- Jishnu D.& **Shamala R.**, (2020) The Early Phase of Digital Activism: From the Zapatista Movement to the Pink Chaddi Campaign. Communication and Media studies Journal University of Kerala. Vol. 9 No. 1 (JAN-JUN 2020) pp: 69-76.

- Shamala R., Devadas M.B., Francis P. Barclay (2019)-Globalised-television content: Interaction with local cultures and impact on audience perceptions. *World of Media. Journal of Russian Media and Journalism Studies Lomonosov Moscow State University, Moscow, Russia Issue Vol 1 pp 33-48.*
- Ramakrishnan D, **Shamala R.** and Malini Srinivasan (2020) Mandating User Verification in Social Media to Curb Cyberbullying: Public Opinion Study. *International Journal of Media Studies, Vol- 2 ,PP 43-71, English and Foreign Language University, Hyderabad.*
- **Shamala R.**, Sivagami.N and Jishnu.D (2021). Socio-Cultural Impact of Globalization and Health Practice among Tribal Women in Thiruvavur District. *Indian Journal of Natural Sciences, volume 12 Issue 67 pages 0976-0997*
- Francis Philip Barclay, **R Shamala**, N Boobalakrishnan, Nikhil Kumar Gouda (2021) Clean India Campaign: Awareness, Adoption, Usage and Barriers. *Journal of media and Communication, 4(2): 72- 97.*
- **Dr. Shamala** & Sushma R Rao (2020). Women in Kannada cinema studies in Indian Places, 40(66)P 115- 118.
- Jishnu D, **Shamala. R** & Ananya. S.P (2020) From Stigmatic Representations to the Palpable Depictions; A Portrayal of TransPersons in The Contemporary Malayalam Cinema. *studies in Indian Places. 40 (66):237- 242.*
- Dr. Sivakami N & **Dr. Shamala.R** (2020). Preparedness and Reality Responses of Landless Women Agricultural Labourers to Disaster: A Case Study of Moolakarai Village, Nagapattinam District, Tamil Nadu. *Disaster Advances, 13-pp39-42.*
- **Shamala R.** (2017) Impact of Mass Mediated Sports Heroes on Life Style and Product Purchase Behavior among Youth. *International Journal of Humanities and Social Science Invention. ISSN (Online): 2319 – 7722, ISSN (Print): 2319 – 7714, www.ijhssi.org || Volume 6 Issue 1 || January. 2017 || PP.27-33. Proceedings of the Conferences, Seminars, Symposia, etc.,*
- **Shamala R.**, Prakash, J (2014) Sports Celebrity Endorsements on TV and its Impact on Youth. *International Journal of Humanities and Social Science Invention ISSN (Print): 2319 – 7714 (Online): 2319 – 7722 March. 2014 (UGC ref journal) 2014 PP, 01-08.*
- **Shamala R** and Jagadeesh Prakash (2014) Sports Personality As Role Model H N Girish (Paralympian Silver Medalist 2012)-*Communication Today Journal -ISSN 0975-217X-Jan-March 2014, PP 78-83.*

Research Work Presented in Seminars and Conference

- ★ **Shamala R**, Malini V, Vasuprdha K & Jishnu D(2022)Contextualizing Southern Indian Rural Digital Divide: The complex play of ethnicity and gender was presented as an Online Conference Paper within the programme of the Digital Divide Working Group at the annual conference of the **International Association for Media and Communication Research, IAMCR Online 2022**, hosted by Tsinghua University - China, 11-15 July 2022.
- ★ Jishnu.D & **Shamala.R** (2019)A Critical Analysis of social media fake news against Kerala govt in Sabarimala issue National Conference on Media Literacy in the Digital Age organized by **Department of Communication, Manonmaniam Sundaranar University National 2019-01-31**.
- ★ Invited Seminar (2021) Tuning into Radio still, climate change and role of Mass Communication technologies organised by **IQAC, Department of Journalism and Communication, Shasun Jain College for women 2021-10-04**.
- ★ Malini V Jishnu & **Shamala** (2020)Digital divide and digital exclusion: Issues and concerns of rural students about online education during pandemic. **Online Faculty of Journalism, Lomonosov Moscow State University IAMCR Digital Divide Working Group, IAMCR Communication Working Group, UNESCO chair in communication, and National Association of Mass Media Researchers. Online**
- ★ **Shamala** & Sushma Rao (2021) Invisible Women Iconography: Deconstructing gender metaphors in South Indian Cinema. **The 26th International Conference of the International Association for Intercultural Communication Studies (IAICS). Manipal Institute of Communication (MAHE), Manipal, Karnataka, and University of Louisville, USA.**
- ★ **Shamala. R** & Devadas M B (2020) Role of Media in people's movements in India. **Department Of Electronic Media & Mass Communication Pondicherry University. In Association with university of Toulon & association of communication teachers – Tamilnadu and Pondicherry (ACT-TNP) International (within country) 2020-01-21**
- ★ Vasupradha, Aiswarya GK & **Shamala.R** (2021) Territorial Disputes and media perpetuation: Dichotomies, representation and impact of asymmetrical threat. **International Association for Media and Communication Research, IAMCR Online 2021, International (Abroad) 2021-07-12**
- ★ Jisjnu D & **Shamala.R** (2020)Slacktivism or Activism: A study on digital media activism among the students of Kerala. Organised by **Department Of Electronic Media & Mass Communication Pondicherry University. In Association with University of Toulon & association of Communication teachers – Tamilnadu and Pondicherry (ACT-TNP) International (within country) 2020-01-22**.

- ★ **Shamala R** (2019) Community radio and disaster management, A study on the role of Kalajiyam CRS during Gaja Cyclone held at **Department of Anthropology in collaboration with the UNESCO Chair, Department of Mass Communication, University of Hyderabad (HCU) and Association of Development Communication, Ahmedabad** National 2019-08-27.

- ★ **Shamala R**, Francis Barclay & Raveena Prakash (2019) MeToo# Campaign and a collective catharsis: A Study on effects of Me Too campaign on social media Emerging trends in portrayal and representation of gender in media”, **Presented Avinashilingam Institute of Home Science and Higher education for women** 2019-03-04.

- ★ **Shamala R**, (2019) **Community Radio and Disaster Management**- A study on the role of Kalanjiam community radio station during Gaja Cyclone research paper presented at **National Seminar** on Culture, Communication and India's Development: contribution of Anthropology of Communication, Media and Communication held at the **University of Hyderabad** on August 27-28, 2019.

- ★ **Shamala R**, Devdas M B, and Francis P Barclay, (2018) “Glocalisation and Television: A study on the impact of Glocalised Television on local cultures” research paper presented at **The 10th International Media Readings Conference 2018'Digital Transformations of Mass Media: Regional, National and Global Aspects'**. held on 25 -25 October 2018 at the Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia

- ★ Francis P. Barclay, **Shamala R.**, Malini Srinivasan, and Anusha Venkat,(2018) Mapping the millennial mind: Social media exposure and religious intolerance presented at **The 10th International Media Readings Conference 2018'Digital Transformations of Mass Media: Regional, National and Global Aspects'**. held on 25 -25 October 2018 at the Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia

- ★ **Shamala R**, Devdas M B and Francis P Barclay, (2018).New Mediated Coup'- An analysis of Indian Perspective" presented a paper at the **International Conference** Digitality and Communication: **The Cultural Logic of Data Societies hosted by the Department of Communication**, The English and Foreign Languages University from September 5-7 2018 at Hyderabad.

- ★ Francis P Barclay, **Shamala R** and Sarath Krishna(2018): "News bytes: Is it eating into newspaper circulation?" presented at the **International Conference** Digitality and Communication: **The Cultural Logic of Data Societies hosted by the Department of Communication**, The English and Foreign Languages University from September 5-7 2018 at Hyderabad.

- ★ Parameswaran K and **Shamala R** (2018) “FM Headlines: Come back for Radio- **26th Annual Asian Media Information and Communication Center(AMIC) Conference**, held on 7th-9th June 2018, at Manipal, School of Communication, Karnataka, India.

- ★ Deivasree.A, **Shamala.R** and Devdas MB. (2018).An empirical study on the efficacy of interpersonal communication between Physicians and Patients in Thiruvavur. **International Conference on Health Communication at the School of Communication (IHC) Manipal University 16 to 17th March 2018.**
- ★ Deivasree.A, **Shamala.R** and Devdas MB. (2018)The role of television media in representing women: **A review: National Conference on Gender and the media;4 to 6th January 2018, Anna University.**
- ★ Parameswaran.K, **Shamala R** and Devadas. M.B (2018): Women in Radio: **A study of Gender Friendliness. National Conference** on Gender and the media;4 to 6th January 2018, Anna University.

Chapters in Edited Volumes

- Parameswaran.K, **Shamala R** and Devadas MB (2018) Women in Radio:A study of Gender Friendliness.pp 54-59..Anne books: New Delhi,Chennai,Mumbai: ISBN:978-93-8676-159-0.
- Deivasree.A , **Shamala.R** and Devdas M B (2018) Effectiveness of Interpersonal Communication between Physicians and Patients. Mediascape in 21st Century, 1:255-258 . Kanishka, New Delhi; ISBN: 978-81-934480-4-5.
- **Shamala. R** Sivakami N & Devadas M. B.(2022).Community Radio and Disaster Management: A Study on Role of Kalanjiam Community Radio Station during Gaja Cyclone Concept Publishing Company Pvt. Ltd.
- Jishnu.D & **Shamala.R** (2021). Raising awareness, keeping feminist voices heard; the role of Women in Cinema Collective in Feminist Activism .InDepth Communication, New Delhi
- Jishnu.D & **Shamala.R** (2021). Women in cinema collective and feminist social media activism; a case study of #refuse the abuse campaign .Mythri Publication.
- Jishnu.D & **Shamala.R** (2020).Influence of film induced tourism in promoting tourist places of Kerala.In-depth Publication.
- Sivakami.N & **Shamala.R** (2020) Women Self-Help Groups and Climate Change in the Grassroots: Evidences from Thiruvavur District, South India. HandBook of Climate Change Management. Springer Nature.P1-16
- **Workshops/ Seminars/ Conferences organised**

Organised a week-long **'Workshop on Documentary Production'** from Aug 28 to Sept 3, 2017, by Prof Vasuki Belavadi, Professor, Department of Communication, University of Hyderabad.

Organised a two-day **Watercolour Workshop** organized by the Department of Media and Mass Communication, Central University of Tamil Nadu, on October 7th -8th, 2017

Organised a two-day workshop on **'Writing for Research Journals'** with Resource Person Prof. Dr. T.T. Sreekumar, EFLU, and Hyderabad from 27 and 28 November 2017 at Central University of Tamil Nadu.

Organised a week-long **Workshop on Script Writing II** by renowned scriptwriter Mr. Bala Senthilkumar in the month of January 2018.

Media organising committee member for 13th Conference on **Vectors and Vector-Borne Diseases by WHO and Central University of Tamil Nadu** from 27th February to 1st March 2017, held at Hotel Crowne Plaza, Chennai.

Organised a two-day workshop on scripting and directing for social cinema by the Department of Media and Communication on 04th and 5th July 2022, Resource person Kasturi Raj Film director and writer.

Organised a Two day workshop on Understanding Language, Communication and Cultural Theory with Bakhtin and Gramsci by Dr Craig Brandist, Professor of Cultural Theory and Intellectual History, Director of the Bakhtin Centre, Russian and Slavonic Studies, School of Languages and Cultures, University of Sheffield, on 25 and 26 August 2022.

Organised two day Workshop on Communication, Conviviality and Performing Arts conducted by Prof. Yoshitaka Terada, Professor Emeritus at National Museum of Ethnology, Osaka, Japan and Prof Nagarathinam, Professor and Head Department of Communication, Madurai Kamaraj University. Madurai, on 24 and 25 January 2023.

Workshops attended

Attended the workshop on **Teaching and Researching Community Media**, organized by the UNESCO Chair on Community Media, being organized by the Department of Communication, University of Hyderabad, with support from the National Council of Rural Institutes (NCRI) from March 16-22, 2017.

Attended Colloquium on **Emerging trends in communication** at the University Of Hyderabad (2005)

Attended Orientation Course organised by UGC-HRDC, Bangalore University, 03 July to 29 July 2017.

Attended Refresher course-media & education organized by UGC-HRDC, Bangalore University from 03 to 24 January 2019

Attended Refresher Course in Journalism, media, and cinema. organized by UGC-Centre for Professional Development in Higher Education Delhi University, (CPDHE) from 20 July 2020 to 01 August 2020.

Participated in a Two-day workshop on Communication for Social & Behavioral Change (CSBC) jointly organised by UNICEF (Hyderabad) and the Department of Communication, University of Hyderabad. held on 01 and 02 February 2023.

Other-Academic Activities

- Commissioned as a Lieutenant in NCC -Officer Training Academy Gwalior, MP –in 2006.
- 2007-CARRIED OUT ALL INDIA MOTORCYCLE EXPEDITION FROM BANGALORE TO WAGAH BORDER & DELHI- covering a distance of 5375 kms in 26 days spreading awareness message about AIDS, talent outsourcing
- 2008-CARRIED OUT NATIONAL LEVEL TREKKING EXPEDITION FROM KEDARNATH TO UTTARKASHI, UTTRANCHAL, trekked for 157 kms in 17 days spreading awareness message about importance education, save the girl child.
- 2009- CARRIED OUT NATIONAL LEVEL TREKKING EXPEDITION FROM Manali to Beas Kund and back at Himachal Pradesh, trekked for 147 kms in 12 days.
- Conducted various social service activities-Blood donation, Tree plantation, helping orphanage and old age homes, Traffic control awareness activity.

- **Awards and recognition**

Defence Secretary Commendation Award 2009, Ministry of Defence, Government of India

Mailing Address.

Present address

Dr. Shamala. R

No 3035, LQ Central University of Tamil Nadu Residential campus
Thiruvarur-610005.
Contact No.04366-277399(R), 9489270696.

Office address

Dr. SHAMALA R
Assistant Professor
Department of Media and Communication
Central University of Tamil Nadu, Neelakudi
Thiruvarur-610005

Permanent address.
Dr.Shamala.R
No.625, Corporation Colony 9th block, Jayanagar
Bangalore-560041.

Reference

Prof.G.Ravindran,
Head and Dean of Department of Media and Communication,
School of Communication
Central University of Tamil Nadu Central University of Tamilnadu Thiruvarur 61005
Phone- 9442554807 .
Email - ravindrang@cutn.ac.in

Dr. Mamatha B.R, IAS,
Inspector General of Stamps and Registration, Government of Karnataka. Joint Director General
of Administrative Training, Mysore.
Email-gowdamumtha@gmail.com

DECLARATION:

I hear by declaring that the information furnished above is true and correct to the best of my
knowledge and belief.

(Dr.SHAMALA R)