

Dr. B. Radha

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VIDWAN ID : 407523

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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
- Critical Media Literacy

Educational Qualification

- Ph.D in Journalism and Mass Communication, Manonmaniam Sundaranar University, Tirunelveli in 2016
- M.Phil in Journalism and Mass Communication, Madurai Kamaraj University, Madurai in 2007
- M.A in Journalism and Mass Communication, Madurai Kamaraj University, Madurai in 2002
- B.Sc. Maths, Providence College for Women, Coonoor, The Nilgiris in 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 (IHRTTP) – 2017, Montreal, Canada from 4th – 23rd June 2017 (21 days) by Equitas, Canada on receiving a fellowship.

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. – Completed – 1, Submitted 3, Ongoing - 4

M.Phil.: Completed – 15

Faculty Editor

1. Student’s Lab Magazine ‘**Voice of CUTN**’ – as part of the PG course ‘Reporting and Editing’.
2. Student field work report titled, ‘*Digital Cultures and Communication: Covid Pandemic and Digital Divide in Tribal Regions*’. (2022).

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

1. Member in the Association for Communication Teachers, Tamilnadu and Puducherry (ACT-TNP) Communication Teachers – Tamil Nādu and Puducherry
2. Member, International Association for Media and Communication Research (IAMCR) 2023 – 2024.
3. Life Member, Indian Association for Women's Studies
4. Consultant, Consultation towards preparation of State Level Child Policy, Government of Tamil Nadu on 20th November 2021

Research Publications/Paper Presentations/Chairing Sessions in Academic Conferences

Journal publications – 26

Book Chapters – 7

Paper Presentations in National Conferences – 18

Paper Presentations in International Conferences - 7

Participation in workshops/seminars – 10

Invited talks – 60

Significant Publications

1. Ranadheer, A., & Bathran, R. (2023). A study on the factors influencing OTT consumption among students: An empirical investigation. *SEMCOM Management and Technology Review*, 10(2).
2. Bathran, R., & Thilagam, P. (2023). Gendered Family Narratives: A Critical Analysis of Tamil Popular Mega Serials. *Inclusive*, 182-197.
3. Bathran, R., & Goswami, M. P. (2022). Sustainability Communication in Tamil films: Are popular Tamil films promoting Sustainable Development Goals (SDGs)? An analysis of *Jai Bhim* (2021). *Global Media Journal-Indian Edition*, 14(2).
4. Bathran, R. (2023). Digital Public Sphere and Women: A Critical Discourse Analysis of Reader's Online Comments on the Column "The Other Half" published in 'The Hindu'. *International Journal of Communication Development*, 13(3 & 4), 14-21.

5. Raman, A., & Bathran, R. (2022). A study on the usage of Whatsapp by College Students in Tirunelveli. *International Journal of Current Humanities & Social Science Researches* , 6(1). (Peer Reviewed Journal)
6. Thilagam, P. G., & Bathran, R. (2022). Smartphones in Family Wellbeing: A Study on Access and Use of Food and Health Apps among Women Smartphone Users. *International Journal of Food and Nutritional Sciences*, 11(12).
7. Bathran, R. (2021). Media Habits of College Students and the Need for Critical Media Literacy in India's Higher Education Institutions. *Communicator*, 56(4), 42-51 (10).
8. Christy, S., & Bathran, R. (2022). Arogya Setu App in Effective Healthcare Management towards Atmanirchar Bharat: An analysis on usage patterns among female students of Chennai city. In M. P. Goswami, R. Bathran, & N. K. Gouda, *Atmanirbhar Bharat and Media : On the road to Success* (pp. 1-11). New Delhi: Today & Tomorrow's Printers and Publishers.
9. Sundaram, K., & Bathran, R. (2021). Quantitative and Qualitative content Analysis of Representation of Women in 21st Century Tamil Cinema- A Socio Economic and Cultural Perspective. In N. Tamilselvi, & S. Banerjee, *A Panoramic View of Women in Indian Cinema* (pp. 76-89). Coimbatore: RIACME OPC.
10. 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).
11. Radha, B and Govindaraju, P. (2016). Coverage of violence against women: A case study of Dinanthanti 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
12. Bathran, R., & Periyasamy, G. (2016). Reception of news reports on violence against women by youth in Tamil Nadu. *International Journal of Advanced Scientific Research and Management* .
13. 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)
14. 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.
15. 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)
16. Bathran, R., & Periyasamy, G. (2011). Coverage of Domestic Violence in Newspapers: Right to be Represented Ethically. In R. Sulochana, G. Sathiabama, & M. R. Stella, *Emerging Trends in Human Rights*. Madurai: Shanlax Publisher.

17. Bathran, R., & Periyasamy, G. (2012). *Victimizing Victims: Media Discourse on Violence against Women*. In B. Sekar, *Victimization*. Tirunelveli: Manonmaniam Sundaranar University.

Subject/Course materials/books

1. 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.
2. 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.
3. Course material preparation for M.A Journalism Mass Communication Directorate of Distance Education, Alagappa University, Karaikudi, Tamilnadu in 2020

Invited as Resource Person (2020-23)

1. Invited Lecture on the theme, **Gender and Human Rights** in St. Joseph's Evening College, Bangalore on 25th July 2020
2. Invited Lecture on the theme, **Women and Media** in Tamil Nadu Teachers Education university and Mother Teresa University's National Conference held on 7th August 2020
3. Invited Lecture on the theme, **Status of Women during Covid-19** - National Webinar on 'Women empowerment' organized by Manonmaniam Sundaranar University on 10th September 2020
4. Invited Lecture on the theme, **Gender Sensitization** - Providence college for Women, Coonoor on 20th February 2021
5. Invited Lecture on the theme, **Women's rights - education, job opportunities, equal pay, equality in the workplace and connected facts** - organized by Dept of Criminology, Karunya University, Coimbatore on 23rd Sept 2021
6. Invited Lecture on the theme, **Gender and Representation in Contemporary Media Platforms** - Carmel College, Bangalore on 11th November 2021
7. Invited Lecture on the theme, **Capacity Building and Personality Development Program for Female Students** - by Centre for Women Empowerment and Women Studies Manonmaniam Sundaranar University Tirunelveli on 3rd December 2021
8. Invited Lecture on the theme, **'Gender Sensitization'** - by Nirmala College for Women, Coimbatore on 23rd February 2022

9. Invited Lecture on the theme, **Break the Bias in Academia** - International Women's Day Webinar Series, March 8th 2022, Mother Teresa Women's University, Kodaikanal
10. Invited Lecture on the theme, **Women Safety and Empowerment** - One Day workshop cum discussion on Women Safety and Empowerment - Internal Complaints Committee, Central University of Tamil Nadu on 9th March 2022
11. Invited Lecture on the theme, **Media, Gender and Human Rights** - by Department of English, Central University of Tamil Nadu, on 18th November 2022
12. Invited Lecture on the theme, **Are Women Empowered?** - Bharathiyar University on 24 March 2022
13. Invited Lecture on the theme, **Women's Role in Nation-Building: Past, Present and Future Perspectives** - Dept of Population Studies, Annamalai University, - 23rd and 24th March 2023 - ICSSR National Seminar
14. Invited Lecture on the theme, **Media and Gender** - by Providence College for Women, Coonoor, on 10th February 2022
15. Invited Lecture on the theme, **Women and Media** - Farook College, Kerala on 8th March 2023

Programs Organized

1. Co-convenor, ICSSR Sponsored National Seminar, '**Atmanirghar Bharat and Media: On the Road to Success**' organized during 28th and 29th April 2022.
2. Organized an Online Special Lecture on the theme '**Digital Media: Impact and Trends**' on 13th December, 2022 by inviting the resource person Prof. Dev Vrat Singh, Former Dean and Head, Department of Mass Communication, Central University of Jharkhand, Ranchi
3. Organized a National Conference on '**Media Literacy in the Digital Age**' during 31st January – 1st February 2019 in Manonmaniam Sundaranar University, Tirunelveli.

Academic Affiliations/Responsibilities held

1. Member, Internal Quality Assurance Cell (IQAC), Central University of Tamil Nadu, Thiruvarur from August 2023 onwards.
2. NAAC Coordinator, Department of Media and Communication, Central University of Tamil Nadu, Thiruvarur from May 2020 to November 2021.

3. Member, Faculty Grievance Committee, Central University of Tamil Nadu from October 2021 onwards.
4. Member, Internal Complaints Committee (ICC), Central University of Tamil Nadu from July 2022.
5. Member, Dr. Ambedkar Centre for Excellence (DACE), Central University of Tamil Nadu from 2022
6. Coordinator, AARAMBH – 2023, Student’s Cultural Fest, Central University of Tamil Nadu.
7. Member, NAAC Committee of Manonmaniam Sundaranar University (MSU), to work on the team on Curriculum and Design towards the preparation of the IIQA, 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.