

Curriculum Vitae

Dr. N. Boobalakrishnan MSc, PhD

Assistant Professor, Department of Media and Communication

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Tamil Nadu, INDIA.

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Research: Communication and Aging, Gerontechnology, Cultural Communication, Technology, Society and Communication Technical: Broadcasting and Digital Media Production	46.96 Lakhs 2018-2025 06 Projects	Research Publications Books (as Editor): 02 Chapters in Books: 12 Articles in Journals: 31
Education Ph.D., Journalism and Mass Communication, Bharathiar University, Coimbatore (2016) M.Phil., Journalism and Mass Communication, Madurai Kamaraj University, Madurai (2009) M.Sc., Electronic Media, Bharathiar University, Coimbatore (2005) B.Sc., Electronics, Bharathiar University, Coimbatore (2003) Academic qualifications Qualified UGC NET (National Eligibility Test) December (2014) Qualified Tamil Nadu SET (State Eligibility Test) August (2011)	Professional Experience September 2017 - present Assistant Professor, Central University of Tamil Nadu, Thiruvarur July 2016 - September 2017 Assistant Professor and Head, VLB Janakiammal College of Arts and Science, Coimbatore July 2009 - June 2016 Assistant Professor, PSG College of Arts and Science, Coimbatore July 2008 - June 2009 Lecturer and Head, Cherraans Arts Science College, Kangayam August 2006 - January 2008 Lecturer, Maharaja College for Women, Perundurai	
Courses Teaching / Taught		

Courses Teaching / Taught

Television Production - Multimedia - Film Studies

Quantitative data analysis - Community Video Production - Photography

Funded Research Projects: 06

ICSSR Major Research Project (2025 - 2027) - Ongoing

Title: The Narratives of Aging: Exploring Older Adults' Engagements in the Media and Social Environment.

Funding Agency: ICSSR, New Delhi.

Project Team: Dr. N.Boobalakrishnan (Principal Investigator), Dr. Francis P.Barclay (Co-Principal Investigator).

ICSSR Major Research Project (2024 - 2026) - Ongoing

Title: Sexual Crimes Against Women and Sensationalist-Exploitative Journalism: Emerging Unethical Trends and Practices in India.

Funding Agency: ICSSR, New Delhi.

Project Team: Dr. Francis P.Barclay (Principal Investigator), Dr. N.Boobalakrishnan (Co-Principal Investigator), Dr. S. Akila (Co-Principal Investigator).

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

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

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

ICSSR IMPRESS Project (2019 - 2021)

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 (Principal Investigator), Dr. N.Boobalakrishnan (Co-Principal Investigator).

Small Research Project (2018)

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)

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 (Principal Investigator), Dr. R Jayaseelan (Co-Principal Investigator).

Publications details:

Books: 02

1. Francis P. Barclay, Kaifia Ancer Laskar, Boobalakrishnan Natrayan. (2025). **Media and Conflict: Critical Analysis of News Discourses in India**, Springer Nature Switzerland AG.
2. Francis P Barclay, Boobalakrishnan N. (2021). **Social Media in India: Regulatory Needs Issues and Challenges**, Sage Publications India.

Book Chapters: 12

1. Barclay, F.P., Laskar, K.A., **Natrayan, B.** (2025). Introduction: When It Comes to Conflict News, What Stories Do We Live By?. In: Barclay, F.P., Laskar, K.A., Natrayan, B. (eds) Media and Conflict. Palgrave Macmillan, Cham.
https://doi.org/10.1007/978-3-031-83607-7_1
2. **Natrayan, B.**, Ravikrishnan, C. (2025). In Troubled Waters: Thematic Crosscurrents in the Editorial Discourse on Palk Bay Fishing Conflict. In: Barclay, F.P., Laskar, K.A., Natrayan, B. (eds) Media and Conflict. Palgrave Macmillan, Cham.
https://doi.org/10.1007/978-3-031-83607-7_5
3. Amrita, S., Menon, V. A., & **Boobalakrishnan, N.** (2025). Social Media Adoption for Enhanced Customer Engagement: A UTAUT Study Among Wedding Photographers. In R. Ho, B. Song, & P. Tee (Eds.), Managing Customer-Centric Strategies in the Digital Landscape (pp. 407-434). IGI Global. <https://doi.org/10.4018/979-8-3693-5668-5>.
4. 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).
5. 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.
6. **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.
7. 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.
8. 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.

9. 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.
10. 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
11. 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.
12. 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.

Journal Publications: 31

1. **Boobalakrishnan Natrayan**. POSITIVE ATTITUDES AND LOW ANXIETY DRIVE DIGITAL PAYMENT USE. ICTACT Journal on Management Studies, Volume 11(2), Pp. 2106 - 2115
2. **N. Boobalakrishnan**, Mr. A. Azhagudurai. Experiences of Intergenerational Communication Styles Among Older Adults in Tamil Nadu, International Journal of Humanities and Social Science Research, 11(2), Pp. 69 - 74
3. **Boobalakrishnan N**, Azhagudurai A. Communication and Ageing in India: A CEMSA Perspective. Journal of Media and Communication, 8(2): pp. 64-77
4. Amrita S, **Boobalakrishnan N**, Vishnu Achutha Menon. Preserving the Moment: An In-depth Exploration of Wedding Photography Trends and Styles. Communication & Journalism Research, Jan - Jun 2024, 13 (1) pp 57-80
5. **Natrayan, B.** (2024). The Power of Emotional Engagement: Tamil Television Serials as a Trail to Enhance Well-being and Successful Ageing among Older Adults. Media Watch, 15(1), 93-112.
6. Vishnu Achutha Menon, **N Boobalakrishnan**, Aswathi Prasad, Amrita S, Juby Thomas. KATHAKALI'S SOCIAL MAGIC: THE SOCIAL PRESENCE OF THE DANCE DRAMA. ShodhKosh: Journal of Visual and Performing Arts. January-June 2024 5(1), 772-784
7. Menon, Vishnu Achutha; **Boobalakrishnan, N.** Affective Communication in Kathakali Performance. International Journal of Art & Design, [S.l.], 8(1), 1-10.
8. Amrita S., **N. Boobalakrishnan**, Vishnu Achutha Menon, Ashique Ali K. A. Wedding Photo-sharing Practices among Women: Uses and Gratifications. Journal of Media and Communication, 7(2): 124-141.

9. Sukumar, A., Thomas, J., Menon, V. A., & **Boobalakrishnan, N.** (2023). Analyzing Wedding Photography in Kerala: A Survey. *Kristu Jayanti Journal of Humanities and Social Sciences (KJHSS)*, 3, 58-72.
10. **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
11. 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.
12. 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
13. 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
14. **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
15. 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) 55224-55228: (ISSN 2229-712X)
16. 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
17. Vishnu Achutha Menon & **Boobalakrishnan. N**. The Rhythmic Structures of Melam. *The Chitralekha Journal on Art and Design*, 4(2): (E-ISSN 2456 - 978X, 1-14)
18. 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)*, ISSN: 2581-6012, 5(1), April 2020.
19. **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): ISSN – 0973-9688, 32-38.
20. Vishnu Achutha Menon, **Boobalakrishnan N**. Gender Performativity in Kathakali. *OmniScience: A Multi-disciplinary Journal (OSMJ)*, 9(1): ISSN: 2231-0398 (Online), ISSN: 2347-9949 (Print), 29-33.
21. **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): ISSN: 2395-1664, 904-911.

22. Vishnu Achutha Menon & **Boobal Krishnan N.** Gestures in Kathakali: a Study on Protagonist and Antagonist Performances in Stories. The Chitrolekha Journal on Art and Design (E-ISSN 2456-978X), Vol. 2, No. 3, 2018
23. **Boobal Krishnan**, 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): ISSN: 2321-1164, 342-346.
24. **N.Boobal Krishnan** & Malini Srinivasan. Television and Child Development: Positive Effects. Journal of Media and Communication, 2 (1): 1-16. ISSN: 2581-513X CUTN
25. **N. Boobal Krishnan** & C.Pichandy. Parental Intervention and Frequency of Mediation Styles towards Children Watching Television in India. Journal of Communication: Media Watch, 8(2): ISSN 0976-0911, e-ISSN 2249-8818, 247- 257
26. **Boobal Krishnan 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): ISSN: 2395-1664, 377-383
27. Jayaseelan R, Dr.C.Pichandy, **Boobal Krishnan N.** Adoption of Information Communication Technology Tools Among Medical Doctors. Pragyaa, Journal of Mass Communication, 13(2): ISSN: 0974-5521, 55-68.
28. **Boobal Krishnan N**, Dr.D.Boopathy. Parental Mediation and Attitude towards Children's Television Viewing. Pragyaa, Journal of Mass Communication, 13(2): ISSN: 0974-5521, 32-38.
29. **Boobal Krishnan 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): ISSN – 0973-9688, 23-31.
30. Jayaseelan R, Pichandy C, **Boobal Krishnan 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): ISSN 2394- 272X(Print), e-ISSN 2394-2738(Online), 127-139.
31. **Boobal Krishnan N**, Dr.C.Pichandy, Dr.D.Boopathy. Discriminant function analysis on Parental mediation styles. International Journal of Informative & Futuristic Research (IJIFR), 2(3): ISSN (Online): 2347-1697, 508-514.

Professional Activities

- Served as a Coordinator for hosting Fulbright-Nehru Specialist Scholar Prof.Artemis Preeshl at Central University of Tamil Nadu during April 2024.
- 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.
- Produced a Documentary entitled "TIGERS – Cat on the Edge" at EMMRC, Mysore telecasted in UGC-CEC, New Delhi National network.

Softwares known

Multimedia tools (Software): Audio-Video Editing Applications

Graphic designing applications

Data analysis applications: SPSS, R

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.
- 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 during 29th and 30th January 2015 for the 'Building Capacities of Researchers in South Asia for Publishing in Academic Journals' 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.

Extension service activities

- Coordinated five days registration camp for government school students in and around Thiruvavur 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 it 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.
- Actively participated in NCC during school days and successfully cleared 'A' certificate exam conducted under the authority of Ministry of Defense.