

Dr. B. Radha

Professor and Head
Dean, School of Communication
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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 in 2012.
- 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.

Areas of Research

- Development Communication – Health, Education, SDGs - Women, Children, Youth, ...
- Critical Media Literacy – Deconstructing Mass Mediated Attitudes on Gender, Violence, ...
- New media, Digital Culture and Society
- Media, Gender and Human Rights
- Film and Representation
- Critical Discourse Analysis
- Language and Communication

Past experience

1. Academic Experience:

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

2. Industrial / Field Experience

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

Trainer / Resource Person – Gender Sensitive and Awareness Building (POSH), Critical Media Literacy for Development, ...

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.

Research Projects

1. HEFA – CSR Research Project on **‘Youth, Media and Digital Literacy: An intervention study addressing Digital Media Influence on Undergraduate College Students in Thiruvavur District’** during 2025-2028 for 35 lacs.
2. 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.
3. 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.
4. 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 – 4 and Ongoing 4, **M.Phil.:** Completed – 15

S. No.	Title of the Thesis (Ph.D) Awarded	Name of the Scholar
1	A study on representation of women in Tamil Films using Feminist Film Theory	K. Karpaga Sundaram
2	Gender and Digital Divide: Access, Knowledge and Use of Digital Media Technologies by Undergraduate Students in Southern Districts of Tamil Nadu	Poomari Thilagam G
3	Family Communication: A Study on Smartphone Usage and Family Wellbeing among Rural Households in Tenkasi District, Tamil Nadu	Nivetha R
4	A Study on Use of Right to Information Act (2005) by Journalists in News Reporting in Tamil Nadu	Arun Kumar R

Faculty Editor

1. Student's Lab Magazine '**Voice of CUTN**' – as part of the PG course 'Reporting and Editing' from the year 2021 - 2024.
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 – 30

Book Chapters – 7

Paper Presentations in National Conferences – 18

Paper Presentations in International Conferences - 9

Participation in workshops/seminars – 10

Invited talks – 65

Countries Visited – Academic Deliberations

Canada (2017) and UK (2025)

Subject Expert in Preparation of 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**' (Media and its influence on children), Penn Kulainthaigal Urimai Kalvi. Sarva Shiksha Abiyan, Chennai – a module in deconstructing mass mediated problems of beauty consciousness, body image disturbance, ...
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.. (**Media and Everylives of Youth – Lesson in Value based education**) Samooga Mathippu Kalvi (Ilalangalai Erandam Paruvam) Paguthi IV, Vazhgai Nerimurai Kalvi (Value-based Education for Life). 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.

Significant Publications

1. Nivetha, R., & Bathran, R. (2024). Digital Divide: A Comparison of Undergraduate Female Student's Use of Social Media Platforms in Urban and Rural Areas. *Indian Journal of Educational Technology*, 43-53, NCERT. (UGC-CARE Listed).
2. Bathran, R., & Thilagam, P. (2023). Gendered Family Narratives: A Critical Analysis of Tamil Popular Mega Serials. *Inclusive*, 182-197. (UGC-CARE Listed).

3. 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). (UGC-CARE Listed).
4. 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). (UGC-CARE Listed).
5. 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). (UGC-CARE Listed).
6. 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. (Peer Reviewed).
7. 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) (Peer reviewed).
8. 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). (UGC-CARE Listed).
9. 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).
10. 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
11. 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*.
12. 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)
13. 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.
14. 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. 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.

2. 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.
3. 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.
4. Bathran, R., & Periyasamy, G. (2012). Victimizing Victims: Media Discourse on Violence against Women. In B. Sekar, *Victimization*. Tirunelveli: Manonmaniam Sundaranar University.

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.

Programs Organized/Convened as Head of the Department

1. Special Lecture on '**Selecting Statistical Measures of Association for Different Scales of Measurement**' by Prof. A. Loganathan, Department of Statistics and Applied Mathematics, CUTN on 29th April 2025.
2. Special Lecture on, '**Health Communication Campaigns**'. By Dr. Anand, S.B., Associate Professor, Department of Epidemiology and Public Health, CUTN on 24th April 2025
3. Online Special Lecture titled, '**Gender Lens and Media Discourse**' by Ms. Ammu Joseph, Journalist, Author and Media Analyst, Kerala on 17th March 2025.

- 4 One day Special Lecture titled, '**Rural Health Management and Mass Media**', by Prof. Natarajan Gopalan, Department of Epidemiology and Public Health on 20th February 2025.
- 5 One Day Online Seminar on the topics, (i) '**Women Journalists in Contemporary Media**', by Ms. S. Thilagavathi, News Anchor, Puthiyathalaimurai TV, Chennai and (ii) '**Contemporary trends in Journalism**' by Mr. Manivannan Thirumalai, BBC World Service, London on 18th November 2024
- 6 Two Days Workshop titled, '**Documentary film making using mobile phone technology**' by Mr. R. P. Amudan, Chennai from 19th to 20th November 2024.
- 7 One Day Special Lecture titled '**Quantitative Data analysis Techniques**' by Prof. C. Vijayalakshmi, Head, Dept of Statistics, CUTN on 15th March 2024.
- 8 One Day Special Lecture titled '**Post-Feminism and Media Culture**' by Prof. B.J. Geetha, Head, Dept of English, CUTN on 7th March 2024.

Academic Affiliations/Responsibilities held

1. Dean, School of Communication, Central University of Tamil Nadu (September 2024 onwards).
2. Head, Department of Media and Communication, Central University of Tamil Nadu (January 2024 onwards)
3. Member, Internal Quality Assurance Cell (IQAC), Central University of Tamil Nadu, Thiruvarur from August 2023 onwards.
4. NAAC Coordinator, Department of Media and Communication, Central University of Tamil Nadu, Thiruvarur from May 2020 to November 2021.
5. Member, Faculty Grievance Committee, Central University of Tamil Nadu from October 2021 onwards.
6. Member, Internal Complaints Committee (ICC), Central University of Tamil Nadu from 22nd August 2023 onwards.
7. Member, Dr. Ambedkar Centre for Excellence (DACE), Central University of Tamil Nadu from 2022 onwards
8. Convenor, MC committee, CUTN Convocation Working Committees from 2023 onwards.
9. Coordinator, AARAMBH – 2023, Student's Cultural Fest, Central University of Tamil Nadu.
10. Subject Expert, Teacher's Recruitment Board, Chennai
11. Member, Board of Studies, Bharathiar University, Madurai Kamaraj University, and Manonmaniam Sundaranar University
12. Examiner, Ph.D. Thesis Adjudicator in State and Central Universities

Invited as Resource Person (Recent)

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.
16. Invited Lecture on the theme, **Social media as Research Space**, in the FDP organized by North-Eastern Hill University (NEHU), Shillong on 7th August 2025.

Paper Presentations / Session Chair in Conferences (2020 onwards)

1. Paper presentation on the theme, '**Gender Redefined: A Comparative Analysis of Traditional Advertising and Femvertising in Indian Context**' in the fiftieth anniversary conference Histories, Presents and Futures of Media and Communication, held in-person in University of Westminster, London, UK on 22-23 May 2025.
2. Paper presentation on the theme, '**Challenging Scientific Temper: a Gender-based Narrative Analysis of Indian Television Soaps**', in the XVII National Conference of Indian Association for Women Studies (IAWS) held at Government College for Women, Thiruvananthapuram, Kerala from 7th to 10th September 2023.
3. Chaired a Session in the ICSSR-sponsored national conference on "**Indigenous Knowledge, Culture and Media in North East India**", scheduled for **16-17 May 2024** organized by the Department of Journalism and Mass Communication, North-Eastern Hill University, Shillong.
4. Presented a paper titled, Gendered **Family Conflicts: A Narrative Analysis of Tamil Mega Serials Using a Gender-Based Approach**, in the International Conference on Narratives on Media Culture and Society organized by Women's Christian College, Chennai on 28th and 29th March 2023.
5. Chaired a session in the International Conference on 'Conflicts through Media Discourse Globally' organized by the Department of Visual Communication, Mother Teresa Women's University Research and Extension Centre, Saidapet, Chennai on 16th and 17th September 2021
6. Chaired a session in the National Conference on Innovations in ICT and Media Communications, on 16.04.2021 organized by the Department of Viscom and Animation, Dr. MGR Educational and Research Institute, Chennai

Guidance of PG Dissertations

S. No.	Title of the Dissertation	Name of the Student	Year of Completion
1.	Artificial Intelligence and Climate Change: Evaluating Environmental Sustainability Reports of AI – integrated platforms	Shamyuktha T	2025
2.	A Study on the attitude on violent film content among young adults	Praveen V	2025
3.	A study on Malayalam Language Press Coverage of Children's Issues	Gopika P	2025
4.	Korean Pop (K-Pop) culture and Students: A Study on Factors Influencing Students' Para-social Relationship with K-pop Idols in Tamil Nadu	Akalya S	2025
5.	Smartphone Engagement among Married Women in Kerala	Kavya S	2025
6.	Assessing the influence of YouTube Reviews on the Box Office Performance of Malayalam Films	ANSIL ALI	2024
7.	Discourse on Nature in Green Advertising: A framing analysis of nature appeals in skincare product advertising and related consumer perceptions	DURGA S KUMAR	2024
8.	Analysing Gender Dynamics in Tamil Serial Killer Films: Revealing the Patterns of Female Victimization in 'Psycho' and 'Ratsasan	SHIMNA P	2024
9.	Exploring the Objectification of Women in Pan-Indian Movies: Multimodal Analysis of Item Songs	NIHARIKA RAGHAVAN	2024
10.	Film, Travel, and Politics: A Study on the Political Discourse in the Latin American Film The Motorcycle Diaries (2004)	Sreedevi N R	2023
11.	ONLINE SHOPPING BEHAVIOUR AND SOCIAL MEDIA A STUDY AMONG UNIVERSITY STUDENTS	Albin Benny	2023
12.	A study on social media participation and psychological wellbeing of queer communities	Monisha	2023
13.	Radio Listeners of Karaikal FM 100.3: A Study on Radio Listenership and Participation Patterns among Rural Communities in Thiruvavur District	Essakirajan E	2023
14.	Women Protagonists and Self Discovery: A Thematic Analysis of Vagabond Films, Wild (2014) and Vagabond (1985)	Velpula Dhanalakshmi	2023
15.	Use and Adoption of Media Platforms for Education and Development of Tribal Students	Riya N	2022
16.	A study on the attitude of Government School Students towards Online Learning in a Post-Covid Scenario	S. Keerthana	2022
17.	OTT and its influence of young adults	Adunoori Ranadheer	2022

18.	A study on influence of Tamil Cinema on Everyday Life of Rural Youth	Sakthivel E	2021
19.	A study on awareness and involvement of youth in online gambling platforms in Pallakad District, Kerala	Anuvindh S	2021
20.	Perspective of audience on news-oriented satirical programs in Malayalam Television Channels	Muhammed Saeed Abdulla	2021