



Dr. G Balasubramania Raja

Professor and Head

Department of Communication

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Educational Qualification

- Ph.D. in Journalism and Mass Communication, University of Madras.
- M.Phil. in Journalism and Mass Communication, University of Madras.
- M.A. in Communication, Bharathiar University.
- B.A. in English, Bharathiar University.

National Eligibility Test for Lectureship

- Qualified the UGC – NET for Lectureship in Journalism and Mass Communication in the year 2002

Areas of Research

- Development Communication
- Communication and Culture
- Mediation Studies
- New Media Studies

Academic Experience

- Professor, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu | 9 years
- Associate Professor, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu | 3 years
- Reader, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu | 3 years
- Assistant Professor, Department of Journalism and Mass Communication, Periyar University, Salem, Tamil Nadu | 2 years
- Lecturer, Department of Visual Communication, The New College (Autonomous), Chennai, Tamil Nadu | 7 years

Administrative Responsibilities (at present)

University/Institute/Industry	Designation
Manonmaniam Sundaranar University	<p>Head, Department of Communication</p> <p>Nodal Officer</p> <ul style="list-style-type: none"> •Mano Community Radio Station •Equal Opportunity Cell •Online Caste Based Discrimination Cell <p>Chairperson, School of Media and Communication Studies</p> <p>Chairperson in-charge, School of Behavioral and Crime Sciences</p> <p>Member, IQAC</p> <p>Member, Senate</p> <p>Chairperson, Board of Studies, Department of Communication</p> <p>Member, Tirunelveli District Vigilance and Monitoring Committee (SC/ST Discrimination)</p> <p>Observer (NTA- TA-O-00391), National Testing Agency</p>
Periyar University	<p>External Member (12.11.2025 to 11.12.2028) - Board of Research Studies</p>

Administrative Responsibilities held:

University/Institute/Industry	Designation
Manonmaniam Sundaranar University	<p>Nodal Officer (2019-20), Gyan Vani FM Radio Station, Department of Communication</p> <p>Director, Centre for Research (30.09.2022 to 18.07.2025)</p> <p>Member Syndicate (06.01.2020 to 05.01.2023)</p>
Periyar University	<p>Head of the Department (18.12.2008 to 28.01.2010)</p>

Research Projects

A Study on Parental Television Mediation towards Caste Related Violence and inculcating Communal Harmony in Southern Districts of Tamil Nadu.
Amount 13.40 Lakhs (UGC -MRP, 2015-18)

Research Guidance

Ph.D.: Completed - 15, Submitted - 01 and Ongoing - 06, M.Phil.: Completed – 16

Research Publications

Published 36 academic Journal publications with 6 Book Chapters

Honors and Awards

Dr. Radhakrishnan Gold Medal Award from GEPRA Award functions in Chennai in 2016.

Honors and Awards

- Instrumental in introducing the Tamil Nadu State Reservation Policy in Ph.D. admissions from 2024 onwards at Manonmaniam Sundaranar University, ensuring a merit-cum-roster system, enabling Ph.D. scholars to choose their research supervisors, and strengthening social justice initiatives during my tenure as Research Director.
- Served as Convenor of Criterion III: Research, Innovations and Extension in the NAAC 4th Cycle, contributing to enabling the University to secure an 'A+' Grade (CGPA 3.46 out of 4.0), awarded on 20.06.2025.
- Initiated and established a Community Radio station that reaches more than 35 communities around the University.
- Has extensively contributed to designing and framing context-specific curricula for various institutions across the country.
- Coordinated the UGC SAP Project (Phase I & Phase II) in the department.
- Completed the baseline study for a Community Radio project.
- Part of the implementation of MOOCs at Manonmaniam Sundaranar University as Mentor (First Batch: 2018–19).

Countries Visited – Academic Deliberations

- Invited to present the paper on “Social Issues Shared and Discussed in Social Networking Sites by College Youth” at the International Conference on Communication, Conflicts and Peace Processes: Landscape of Knowledge from Asia and the Deep South of Thailand (CCPP 2014) held on 21-22 August 2014, organized by Faculty of Communication Sciences at Prince of Songkla University, Pattani Campus, Pattani, Thailand.
- Invited to present two research papers on Invited to present the research paper on “Family Communication Pattern and Parental Television Mediation on Caste Related Violence – A Study in Southern Districts of Tamilnadu” and “Online Self-Disclosure in Collectivist Culture- A Study on Tamil Ethno-Linguistic Facebook Users” at the 24th Annual International Asian Media, Information and Communication Centre (AMIC) Conference, American University in Dubai, United Arab Emirates, 10-13th June 2015.

Professional Affiliation

- Member, Association for Communication Teachers, Tamil Nadu and Puducherry (ACT TNP)
- Member, International Association for Media and Communication Research (IAMCR)
- Executive Member, Indian Communication Association (ICA)

Books Authored

- Local Cable City Channels and their role on Community Development” published by ‘The Parkar’ Chennai, 2007.
- FM Radio Channels in Chennai City” published by ‘Phoenix Publication’ Chennai, 2008.
- The Expectation of Audience on Local Cable Television: With special reference to Namakkal District, Lambert Academic Publishing.
- Parental Mediation On Caste Related Violence Content In Television: An Experimental Study in the Southern Districts of Tamilnadu, Lambert Academic Publishing.

