

# Curriculum Vitae

**K.S.Krithika, Ph.D.,**  
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Department of Visual Communication,  
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91-8754230177



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## Age and Date of Birth

43 years, 07/08/1981

## Education

- **PhD (2012)**  
Manonmaniam Sundaranar University, Tamil Nadu, India
- **M.A. Communication (2003)**  
Manonmaniam Sundaranar University, Tamil Nadu, India
- **B.A. English (2001)**  
Manonmaniam Sundaranar University, Tamil Nadu, India

## Qualifying Exam

- **UGC NET(National Eligibility Test - 2008)**

## Short term courses

- **Short course in Film Appreciation (2019)**  
Conducted by Film and Television Institute of India, Pune.
- **Faculty Dev. Prog. on Open Source Tools for Research (June, 2020)**  
Ramanujan College, University of Delhi
- **FacultyDev. Prog. on Managing Online Classes and Co-creating MOOCs (May, 2020)**  
Ramanujan College, University of Delhi
- **Delf A1 (Diploma in French) (2014)**  
Certified by the Ministry of Education, France.
- **Certificate course in Drawing, Painting (2013)**  
Bharathiar Centre for Performing and Fine Arts, Pondicherry, India

## Experience

Academic 22 years

- **Dec 2020 – till date...**
  - **Associate Professor**, Department of Visual Communication,  
Pondicherry University Community College, Pondicherry.

- **Nov 2011 – Nov 2020**
  - **Assistant Professor**, Department of Visual Communication, **Pondicherry University Community College**, Pondicherry.
- **July 2010 to Nov 2011**
  - **Assistant Professor**, **Sikkim University**, Gangtok.
- **Dec 2007- July 2010**
  - **Lecturer**, **Madras Christian College**, Chennai
- **Jun 2007 – Dec 2007**
  - **Lecturer**, **Hindusthan College of Arts and Science**, Chennai
- **July 2004 - April 2007**
  - **Lecturer**, **SRM Arts and Science College**, Kattankulathur.
- **Aug 2003 – April 2004**
  - **Lecturer**, **Holy Cross College**, Trichy.

## Industrial

- **Program producer** and **Anchor** in a local cable TV channel ‘Channel 6’ in Nagercoil, Tamil Nadu, India.
- **Stringer** for the leading Tamil Daily **Dinamalar**

## Project

- **UGC Major Research Project (2015-2018)**

**Title: A study of Women Empowerment and sustainability through ICTs in the rural areas of Tamil Nadu and Pondicherry.**

**Budget: Rs.10,07,600/-**

## Area of Specialization

- **Film Studies**
- **ICTs and Women Empowerment**
- **New Media and Political Communication**
- **Photography**

## Programs Organized

- Have organized 25 workshops, special lectures three photo exhibitions and film festivals in PUCC.

Sl.No	Name of the activity	Date and Time	Venue
1.	Media Entrepreneurship in the Digital Era	25/03/2025	Pondicherry University Community College

2.	A Two-Day National Workshop on Professional Video Production in association with SUN TV funded by RGNIYD.	13-15 March 2024.	Pondicherry University Community College
3.	A Three-Day National Workshop on Professional Photography and Videography funded by RGNIYD.	23 & 24 February 2023	Kanchimamunivar Centre for Post Graduate Studies and Research, Pondicherry.
4.	Art Odyssey 2022, Photography Exhibition	June 30 and July 01, 2022	Convention and Cultural Complex, Pondicherry University
5.	A workshop on Table top Photography, Mr.Benunantha, Photographer.	May 13, 2022	Pondicherry University Community College
6.	A workshop on Reading Photographs – Into the Unseen. Mr.Raj Kumar, Photographer.	May 10, 2022	Pondicherry University Community College
7.	A workshop on Lighting patterns in Photography - Mr.Tamizh Vendan, Photographer.	April 22, 2022	Pondicherry University Community College
8.	A workshop on Portrait Photography using Natural Light- Mr.Tamizh Vendan, Photographer.	May 05,2022	Pondicherry University Community College
9.	A Three-day National Workshop for Women on Menstrual hygiene and Mental Health. (Co-organizer)	08 – 10 Mar 2022	Department of Physical Education and Yoga, Pondicherry University Community College.
10.	A Webinar on Media, Gender and Human Rights. (Online lecture) Dr.Radha, Associate Professor, CUTN.	Feb 17, 2021	Pondicherry University Community College
11.	Inauguration of a <b>Film and Photography Club ‘Pattarai’</b> A Special Lecture on ‘Super Deluxe: A Film Analysis’ (Online lecture) Mr.Shankar Manoharan, IDAS, Director, Department of Space, Bangalore.	Feb 06, 2021	Pondicherry University Community College
12.	Professional Photography: An Overview (Online lecture) Mr.Selvaprakash Lakshman, Photographer.	Aug 19 and 20, 2020	Pondicherry University Community College

13.	Art Odyssey – 2020, National Short film Competition	19, 20 March, 2020	Pondicherry University Community College
14.	Shutter Bug – 2020, Photography Lecture – Mr.Selvaprakash Lakshman	Aug 19, 2020	Pondicherry University Community College
15.	Shutter Bug – 2019, Photo Exhibition	Aug 19 and 20, 2019	Pondicherry University Community College
16.	Workshop on pencil sketch and water color	23 <sup>rd</sup> and 24 <sup>th</sup> Nov 2017	Pondicherry University Community College
17.	PUCC Film Fete 2014 Short film festival	23 <sup>rd</sup> Apr 2014	Pondicherry University Community College
18.	2D & 3D animation workshop	10 & 13 Oct 2014	Pondicherry University Community College
19.	3D animation Workshop	31 <sup>st</sup> Oct 2013	Pondicherry University Community College
20.	2D animation Workshop	28 <sup>th</sup> and 29 <sup>th</sup> Oct 2013	Pondicherry University Community College
21.	Digital film making' workshop	18 <sup>th</sup> , 19 <sup>th</sup> Sept 2013	Pondicherry University Production studio
22.	A workshop on Photography – Shutter Bug 2013	28 <sup>th</sup> Feb, 1 <sup>st</sup> and 2 <sup>nd</sup> March 2013	Pondicherry University Community College
23.	Artistry- workshop on pencil sketching	11, 12 Oct 2012	Pondicherry University Community College
24.	Workshop on Basics of TVP	5,6 Sept 2012	Pondicherry University Community College
25.	Workshop on Screenplay and Script Writing	21,22, Feb 2012	Pondicherry University Community College

## Projects Completed

A study of Women Empowerment and sustainability through Information and Communication Technology in the Rural Areas of Tamil Nadu and Pondicherry – **UGC –Major Research Project – 2015-2018 – Budget – Rs. 10,41,240/-**

## Book Authored

Krithika.K.S. (2021). ICT4D Projects in Southern India: An Impact Analysis, Notion Press, ISBN 978-1-68586-052-3.

## Publications

- Thirteen Publications in Refereed Journals

S.No	Title of the Publications	Refereed Journal	Year, Volume and page nos.	ISSN
1.	Media and Environmental issues: Framing of environmental conflicts by Newspapers and Magazines.	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 8.017(2022), IC Value: 5.16. UGC approved. Serial No: 41602 (2017).	Volume: 12, Issue: 5(4), May: 2023, p.129 – 135.	ISSN: 2277 - 7881
2.	Understanding bias in reporting citizenship amendment act by English dailies in India.	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 8.017(2022), IC Value: 5.16. UGC approved. Serial No: 41602 (2017).	Volume: 12, Issue: 2(3), February: 2023, p.67 – 69.	ISSN: 2277 - 7881
3.	Portrayal of Caste in Tamil Films: A Subaltern perspective	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 8.017(2022), IC Value: 5.16. UGC approved. Serial No: 41602 (2017).	Volume: 12, Issue: 1(1), January: 2023, p.61 – 63.	ISSN: 2277 - 7881
4.	Film as Philosophy: A Case study of the Tamil Movie Pariyerum Perumal	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 8.017(2022), IC Value: 5.16. UGC approved. Serial No: 41602 (2017).	Vol.11, Issue. 12(2), Dec 2022, p .56 - 59.	ISSN : 2277 - 7881
5.	Deterritorializing minorities: Cow slaughter ban and mob lynching in India.	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 6.014, IC Value: 5.16.	Vol.8, Issue. 11(4), Nov 2019, p .27-39.	ISSN : 2277 - 7881

		UGC approved. Serial No: 41602.		
6.	Media Dependency and Behaviour on Social Media # Demonetisation Narratives.	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 6.014, IC Value: 5.16. UGC approved. Serial No: 41602.	Vol.8, Issue. 9(6), Sept 2019, p .27-39.	ISSN : 2277 - 7881
7.	Information and Communication Technology and Socio-economic development of women: Limitations and Challenges faced by women in Pondicherry.	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 6.014, IC Value: 5.16. UGC approved. Serial No: 41602.	Vol.8, Issue. 8(3), Aug 2019, p .114-123.	ISSN : 2277 - 7881
8.	Communication Media and the Ensuing Social Activism	Journal of Advanced Research in Journalism and Mass Communication (Peer Reviewed Journal)	Vol.5, Issue.4, 2018, p 81-87.	ISSN: 2395-3810
9.	Pictures are all for the sake of 'likes'	Vidura, A journal of the Press Institute of India.	April-Jun 2016, Vol. 8, Issue.2, p.14-15.	ISSN-0042-5303
10.	Concision and Credibility: An analysis of the news coverage of the incidents in UoH and JNU by Indian Media	The Journal of Media Studies (Refereed Journal)	Vol. No.7. Issue 1, Jan-Jun 2016, p. 34-38.	ISSN-2249 3263
11.	An indomitable KB: A quest for feminist quotient in the Tamil movies of 60s and 70s	The Journal of Media Studies (Refereed Journal)	Vol. No.6. Issue 1&2, Jan-Dec 2015, p.703-713.	ISSN-2249 3263
12.	Acceptance of Internet by Rural women: A TAM analysis.	International Journal of Multidisciplinary Educational Research. (International Refereed Journal) Impact factor: 2.735, IC Value: 5.16. UGC approved. Serial No: 41602.	Jun 2014, Vol. 3, Issue. 6(4), p.108-120.	ISSN-2277-7881.

13.	MSSRF's Village Knowledge Centres and Women Empowerment in Pondicherry	The Journal of Media Studies (Refereed Journal)	Jan-Dec 2010, Vol. 1, Issue. 1, p. 92-102.	ISSN-2249 3263
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### Publications in Conference proceedings

S. No	Title of the Publications	Publication	Year, Volume and page nos.	ISSN
1.	A case study on the role of Television in creating awareness among erudite urban of the Chennai city on climatic crisis.	Proceedings of the National Seminar on Teacher Education in the Digital Era – Dept. of Education, Madurai Kamaraj University.	March 2016, p.244-248.	ISBN:978-93-82570-76-9
2.	Contesting terrains of communication: Mobile technology, adolescence and changing behaviour.	Proceedings of the International Conference on Social Sciences – Dept. of History, Tourism and Travel Management.	January 2013, p.493-496.	ISBN 978-81-924353
3.	ICT and women empowerment: An oxymoron.	Corporate Excellence in challenging Global scenario – Dept. of Commerce, Asan Memorial College of Arts and Science.	September 2012, p. 298-300.	ISBN:978-81-925286-0-1

## Invited Talks

Sl. No	Name of the Programme	Invited Talks /Topics / Responsibilities	Organizers	Date
1.	National Seminar on Women in Decision Making roles in Corporate World.	Session Chair	Department of Commerce, Pondicherry University Community College.	19 -20 Oct 2023.
2.	News 7 Tamil, Share chat talk show on Do Women centric films in Tamil have a good audience?	Representation of Women in Women centric films: Recent Trends.	News 7 Tamil, Television News channel.	05 Jan 2023
3.	Two-day International webinar on Women and Media: The changing Narratives and Identities	Issues in Digital Sustainability among Rural Women of India	Department of Journalism and Mass Communication, Women's College, Calcutta.	28,29 Sept 2020
4.	National Seminar on "Towards Gender sensitivity: An Eclectic Perspective"	Gender representations in the media	St.Ignatius College of Education, Tirunelveli	20 Nov, 2018.
5.	Television Production Workshop	A practical session on Script Writing and Documentary making.	Centre for Film and Electronic Media Studies, Madurai Kamaraj University, Madurai.	20 April 2014 to 08 May 2014



## Participation and Extension Activities (Academic/Administration)

S.No	Name of the Position	Duration	Nature of Duties
1.	Head of the department	May 2023 – June 2024	Managing all the activities of the department
2.	Chairperson, Resource Mobilization Committee	From 19-04-2022	Resource mobilization for college
3.	Member, Condemnation Committee	11-03-2022	Listing the 25 years old condemned items in PUCC to discard them.
4.	Member, Stock Verification committee	24-08-2022	Stock verification for the year 2022-23 for PUCC
5.	Head of the department	June 2019 - Dec 2020	Managing all the activities of the department
6.	Student Welfare committee	2018	Listening to their issues and addressing them.
7.	Career Guidance committee & placement committee	2018	Organizing campus placements
8.	Sexual harassment prevention committee	2018	Addressing issues faced by students and faculty
9.	Organizing committee for College Programmes	2018	Compering and photo and video coverage of programmes.
10.	Anti- Ragging committee	2019	Preventing ragging and addressing issues related to it.
11.	Head of the department	2016 - 2017	Managing all the activities of the department

S.No	Name of the Position	Duration	Nature of Duties
12.	Uniform committee	2016 - 2017	Deciding on the Uniform color, style, selecting vendor, etc.

### Seminars and Conference participation

- Have presented 37 papers in different International, National and State level Seminars/Conferences.

Sl. No	Name of the Programme	Papers presented	Organizers	Month & Year
1.	International Conference On Reimagining Communication In The 21st Century Sociological, Political & Economic Perspectives	Male-Saviour complex as a central narrative in the depiction of sexual violence against children and women: An analysis of the movies, Chittha and Maharaja	Department of Studies & Research in Journalism & Mass Communication St. Philomena's College, Mysuru.	20 - 21 March 2025
2.	International Conference On Reimagining Communication In The 21st Century Sociological, Political & Economic Perspectives	Political Polarisation in YouTube: A critical approach to discursive strategies in online YouTube comments on UAPA Videos.	Department of Studies & Research in Journalism & Mass Communication St. Philomena's College, Mysuru.	20 - 21 March 2025
3.	ICSSR Sponsored two day Seminar on Gender Inclusivity: Breaking Biases and Sustainable Development held on at	Validating Vulnerability: The Politics of Gender Representation in the Malayalam movie Ullozhukku	Department of Sociology, Periyar University, Selam Tamil Nadu	23 - 23 January 2025
4.	International Conference on Media at Crossroad: Identity, Inclusion and Representation in the Digital Age under the aegis of International Communication Association	Invisible Narratives: inclusivity and Accessibility in Netflix's Audio Description of Indian Series	Department of Journalism and Mass Communication of Berhampur University, Odisha.	14 - 16 December 2024
5.	Dharti Biennial Conference	Digital Diaries: Exploring Gender and Sexuality	DH-IDRP, Indian Institute of Technology, Jodhpur, GALE.	10-13 Dec 2024.

		through YouTube Narratives.		
6.	ICSSR Sponsored National Seminar on Children Culture in Digital Age.	Class, Culture, and Identity Construction in Indian Teen-Oriented OTT Series: A Comparative Analysis of Class, Kota Factory, and Mismatched of Netflix	Department of Mass Communication, Mizoram university	25, 26 Nov 2024.
7.	International Conference on Future Communication: Rethinking Societies, Cultures and Governance.	Polarisation: A study of Atheist and Counter atheist discourse in cyber spaces of Kerala.	Department of Electronic Media and Mass Communication. Pondicherry University in collaboration with Universite de Toulon, France.	08 – 10 April 2024.
8.	International Conference on Future Communication: Rethinking Societies, Cultures and Governance.	Assessing the effectiveness and reliability of Social media Platforms as Information Retrieval Engines: A Comprehensive Study.	Department of Electronic Media and Mass Communication. Pondicherry University in collaboration with Universite de Toulon, France.	08 – 10 April 2024.
9.	National Seminar on 'Media and Information Literacy and Development'	Digital Sustainability among rural women: Issues and Possibilities	Department of Mass Communication and Journalism, Banaras Hindu University, Varanasi, UP.	20, 21, Jan 2023.
10.	Two days International Conference on Role of Journalism in Nation Building	A study of the portrayal of Caste in Tamil Films from a Subaltern perspective	Department of Mass Communication and Media Studies, Gautama Buddha University, Noida, India.	10, 11 Jan 2023
11.	28 <sup>th</sup> Annual AMIC Science Communication: Managing the Now and Future.	Media Framing: Issues in the coverage of Environment protection Act in India	Asian Media Information and Communication Centre.	Nov-Dec, 2021
12.	6 <sup>th</sup> Annual South Asian Media and Cultural Studies Conference	Understanding bias in reporting citizenship Amendment Act by English dailies in India	South Asian Media and Cultural Studies, College of Communication and Information, Florida State University, Tallahassee, Florida.	7 Feb, 2020
13.	International Conference on Media Technology and Accessibility: Politics,	Digital Literacy and Access to ICTs: Theory and Practice	Pondicherry University, University of Toulon and ACT- TnP	21,22, Jan 2020

	Representations and Paradigms.			
14.	5 <sup>th</sup> Annual South Asian Media and Cultural Studies Conference	Social Media: Social Activism and mass Movements in South India	South Asian Media and Cultural Studies, College of Communication and Information, Florida State University, Tallahassee, Florida.	1 Feb, 2019
15.	National Seminar on 'Towards the Subaltern in knowledge: Literature, Nature, Culture, Society and Media.	In the name of Food: Cow Slaughter ban, Mob lynching and Marginalization.	Dept. of English, Pondicherry University.	4 <sup>th</sup> & 5 <sup>th</sup> October 2018
16.	National Conference on Recent Trends and Technological development in Digital Media and Journalism.	Social Media and Social Activism	Chennai National Arts and Science College, Chennai.	23 August 2018.
17.	Annual Conference of International Association for Media and Communication Research – Reimagining Sustainability: Communication and Media Research in a changing world.	ICT4D – Issues in digital sustainability among rural women of Tamil Nadu and Pondicherry, India.	International Association for Media and Communication Research – University of Oregon, USA.	20 – 24 June 2018.
18.	26 <sup>th</sup> Annual AMIC Conference on Disturbing Asian Millennials: Some Creative Responses	Communication Media and the ensuing social activism	AMIC, Manipal University	7-9 June 2018
19.	Deleuze and Guattari International Camp and Conference - Contemporary communications, cultures, controls and becomings.	Participation in Camp	ACT-TnP, Chennai	14-15 Feb 2018
20.	Deleuze and Guattari International Camp and Conference - Contemporary communications,	Foregoing the segmentary lines: Cow slaughter ban and territorialisation.	ACT-TnP, Chennai	16-17 Feb 2018

	cultures, controls and becomings.			
21.	International Seminar on Reinventing Nationalism, Secularism & Plurality. Media Discourses and Deconstruction	Media dependency and behaviour on Social Media #Demonetisation narratives	Dept. of Communication and Journalism, Gauhati University, Assam & Dept. of Mass Communication, Mizoram University, Aizawl.	11&12, Nov 2017
22.	Two day International Seminar on New Feminist writings: Emancipation to Representation	A quest for Feminist Quotient in the Tamil Movies of 60s and 70s: A Male Gaze approach	Dept. of English, Pondicherry University.	16, 17 March, 2017.
23.	National Conference on ICT and Community Development	Information Needs and Information seeking behavior of Rural women in Tamil Nadu and Pondicherry	Dept. of Communication, Manonmaniam Sundaranar University.	5&6 Jan, 2017
24.	National Seminar on Media, Culture and Community	Concision and Credibility: A Foucauldian discourse analysis of episodic framing of news in Indian media	ACT- TnP and Dept of Mass Comm, Pondicherry University.	29& 30 March 2016.
25.	National seminar on Teacher Education in the Digital Era.	A Case study on the role of Television in creating awareness among erudite urban of the Chennai city on climatic crisis.	Dept. of Education, School of Education, Madurai Kamaraj University, Madurai.	28, 29 MARCH, 2016.
26.	International Seminar on Multicultural India: Inclusiveness and New Humanities	Cultural hybridity and Social Networking.	Dept. of English, Pondicherry University and University of Madras.	22 & 23 Feb 2016.
27.	National Paper presentation seminar on Implications and Influences of New Media Technologies on Journalism	Content analysis of Photographs uploaded by Indian Youth in Social Networking sites- A study to determine the impact of ethnic identity in the process of socialization in the virtual world.	Dept. of Journalism, MOP Vaishnav College for Women, Chennai	12 Feb 2016

28.	National Seminar on Indian Cinema: The spirit of Freedom.	Portrayal of Women in Parallel and mainstream cinema in India from the 1950s: A comparative analysis.	Dept. of History, Tagore Arts College, Pondicherry.	27, 28 Aug, 2014.
29.	Seminar on “Semmozhi ilakkiyangal veshippadutthum indraiya ilaignar membaattu sinthanaigal”	Sanga Ilakkiya paadalgalil Mis-en-scene realism.	Dept. of Tamil, Pondicherry University Community College	24, 25, 26 March, 2013.
30.	National Conference on Globalization, local media and social issues	Transnational Media taking cultural routes: A study on Super hero movies in Hindi and Tamil	Dept. of Communication, Manonmaniam Sundaranar University	14, 15 Dec, 2012.
31.	International Conference on Corporate Excellence in the challenging global scenario.	ICT and Women Empowerment: An Oxymoron.	Dept. of Commerce, Asan Memorial College of Arts and Science, Chennai.	27, 28 Sept, 2012.
32.	National Seminar on Issues of Content and Technology in contemporary Media.	Encouraging Grassroots Media Activism through Community Radio.	College of Journalism and Mass Communication, Theerthanker Mahaveer University, Moradabad.	28-30 June 2012.
33.	National Seminar on Media Education – coping with Technology, Culture and Society.	Depiction of Children in advertisements and their psychological impact.	Dept. of Electronic Media and Mass Communication, Pondicherry University and Act-TnP.	19, 20, Dec 2011.
34.	National Conference on Media, Education and Development.	Contesting terrains of communication: Mobile Technology, adolescence and changing behaviour.	Dept. of Communication, Manonmaniam Sundaranar University	26, 27 Feb, 2010
35.	International Conference on ICT and Women Empowerment.	MSSRF’S Village Knowledge Centres And Women Empowerment In Pondicherry’	Dept. of Communication, Manonmaniam Sundaranar University	27 Feb, 2009
36.	National Seminar on Media and Education.	Economic Empowerment Of Women In Rural Areas Of Tamil Nadu through Rural Bazaar And Its Web Portal’	Dept. of Communication, Manonmaniam Sundaranar University	29 Feb, 2008
37.	International Conference on Children and Television.	From my survey research on Children and Television	SIGNIS India, New Delhi.	16-18 Feb, 2004.



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