

## Curriculum Vitae

**Name** : Dr.P.Chitra  
**Designation** : Assistant Professor



**Address for Communication** : School of Journalism and  
New Media Studies, Tamil Nadu Open  
University, 577, Anna Salai, Saidapet,  
Chennai-15

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**Qualification** : M.Sc (E.M), Ph.D

Qualification	Institution	Class
B.Sc (Electronic Media)	Anna University	First Class with Distinction
M.Sc (Electronic Media)	Anna University	First Class
Ph.D	Anna University	Highly commended

### **Eligibility test for lectureship:**

1. Qualified the NET exam conducted by UGC on June 2011
2. Qualified the SET exam conducted by Bharathiar University on August 2011

### **Summary of Experience:**

#### **Tamil Nadu Open University (27.2.2014 to till date)**

Assistant Professor, School of Journalism and New Media Studies

### **Research Project Experience:**

#### **CEMCA**

1. Team member in research for the International agency CEMCA (Common Wealth Media Centre for Asia), and worked as consultant for feed forward study before the commencement of science for women project at MOP CR and Holy cross CR.

2. Have been resource person for conducting capacity building workshop on “Science for Women Health and Nutrition” at GMRIT Radio, Rajam, Andhra Pradesh.

Served as student research assistant for the following research projects at Audio visual research centre (Now called as EMMRC), Anna University

1. Radio Audience Measurement (RAM) of FM Channels at Chennai, 5-12 May 2003
2. Radio Audience Measurement (RAM) Telephone survey of FM channels at Chennai, 18-25 May 2003
3. A Pilot study on the utilization of Eklavya Technology Channel at Anna University, Chennai, 2-6 June 2003
4. Radio Audience Measurement (RAM) survey of FM Channels at Chennai, 5-11 June 2003
5. A study on the utilization of Eklavya Technology channel at Vel Tech Engineering College, Chennai, 3-5 July 2003
6. A Study on conditional access system, from 5 - 11 July 2003
7. For an Audio quiz programme in Anna CRS on the title "Water-Elixir of Life" which was broadcasted from 20 Nov 2003 to 10 Jan 2004.

### **Publications:**

1. Dr. M. Neelamalar & P. Chitra, The print media coverage of the 26/11 Mumbai terror attacks: A study on the coverage of leading Indian newspapers and its impact on people - M. Neelamalar, P. Chitra and Arun Darwin, Journal Media and Communication Studies Vol. 1(6) pp. 095-105, December, 2009, PP: 95-105
2. Dr. M. Neelamalar & P. Chitra, New media and society: A Study on the impact of social networking sites on Indian youth - Dr. M. Neelamalar & Ms. P. Chitra, Estudos em Comunicac, ~ao no6, 125-145 December 2009
3. P. Chitra, Dr. M. Neelamalar, A study on the role of Right to Information (RTI) Act links in Indian official websites - P.Chitra & Dr. M.Neelamalar, International Conference on Electrical and Control Engineering, ICECE 2011 – Proceedings of the IEEE, pp. 5714-5717, 2011. (Impact factor – 0.3).

4. Dr. M. Neelamalar & P. Chitra, The Impact of Television Advertisements featuring children on the Audience - Dr. M. Neelamalar & P.Chitra, The Journal of Media Studies, Vol: 2, Issue:1, 2011
5. P. Chitra, Dr. M. Neelamalar, Print Media Technology and Social Change: The Role and Effectiveness of Right to Information (RTI) Act - P.Chitra & Dr. M. Neelamalar, International Journal of Emerging Technology and Advanced Engineering, Volume 3, Issue 5, May 2013, PP: 296-302
6. P. Chitra, Dr. M. Neelamalar, Social Networking Sites (SNS) and Right to Information (RTI) Act : A study on Facebook and Twitter - P.Chitra & Dr. M.Neelamalar, International Journal of Business and Management Invention, ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X, www.ijbmi.org Volume 2 Issue 6 June. 2013? PP.21-25
7. P. Chitra, Dr. M. Neelamalar, Right to Information (RTI) Act and Youth: A study on the impact of Newspaper among youth, ZENITH International Journal of Multidisciplinary Research, Vol.3 (7), July (2013), PP: 162-173 (Index Copernicus Value 5.09, Global Impact Factor 0.675)
8. P. Chitra, Dr. M. Neelamalar, "Right to Information Act" - A tool for good governance and social change through Information Technology - International Journal of Scientific and Engineering Research, Aug 2013, PP: 106-111 (Global Impact Factor 1.4)
9. P. Chitra, Dr. M. Neelamalar, Communication model for promoting e-governance through The Right to Information (RTI) Act in India -, Asian Journal of Information Technology (accepted for publication) (scopus impact factor-0.5)
10. Dr.P.Chitra, "E-Governance for transparency and efficiency in Government process", "International Journal of Exclusive Management Research" (IJMER Journal) ISSN 2249-8672, April 2014 special issue.
11. Dr.P.Chitra, Effectiveness of creativity in Television advertisements among children, Management research in a Changing Climate, ISBN 978-93-83241-56-9, October 2014.
12. Dr.P.Chitra, E-Learning in Open Distance Learning: A case study with reference to Open Universities across the world, IDEA Annual Conference proceedings.
13. Dr.P.Chitra, Role and Performance of MSME in India, "MSMEs in India: Challenges & Opportunities, ISBN: 978-93-83213-13-9, pg: 70-73.

14. Dr.P.Chitra, A Study on the Coverage of Right to Information Act, 2005 (RTI) in Newspapers, International Research Journal of Human Resources and Social Sciences, Vol. 3, Issue 6, June 2016, Pg: 120-135, ISSN(O): (2349-4085) ISSN(P): (2394-4218), Impact Factor- 3.866, Associated Asia Research Foundation (AARF).
15. Dr.P.Chitra, Structural Equation Model on Awareness of Right to Information, Elixir Social Studies (2016) Pg: 41496-41498, ISSN: 2229-712x. Index Copernicus value (ICV): 80.82, Publication Impact Factor(PIF) of 6.025
16. Dr.P.Chitra, Right to Information (RTI) Act as Fundamental Right, Indian Journal of Applied research, Volume - 7, Issue – 4, April-2017, ISSN - 2249-555X, IF : 4.894, IC Value : 79.96.
17. S Jainulah deen & Dr. P Chitra , A Case Study - Digital Social Medium used for The Epic Fantasy Film “BAAHU BALI” in Journal of Advanced Research in Journalism & Mass Communication Volume 5, Issue 4 - 2018, Pg. No. 157-159 Peer Review Journal
18. S Jainulah deen & Dr. P Chitra, Review of Article and Journals on Divergent Themes, International Journal of Science Technology and Management. Vol No.7, Issue No.12, December 2018
19. S Jainulah deen & Dr. P Chitra “MEMES” and “EMOJIES”– A form of communication in UGC Approved-International Journal of Research and Analytical Reviews (IJRAR) - IJRAR (E-ISSN 2348-1269, P- ISSN 2349-5138) Published in : Volume 6 | Issue 2 | April-2019 Publication Date : 2019-04-26 03:17:45
20. S Jainulah deen & Dr. P Chitra, Mass Media Awareness towards COVID 19: Special reference with Differently Abled People in Tamil Nadu, Maximum Authors Contributing for a Book on Covid-19 and its Impact MEDIA, TELECOMMUNICATION FILM AND VISUAL COMMUNICATION, ESN Publications ISBN: 978-81-947019-0-3, Page No.323, 2020
21. S Jainulah deen & Dr. P Chitra, A Study on information dissemination of Covid-19 through Mass Media for people with disability in 7th International Multidisciplinary Conference on EDUCATION, SOCIAL SCIENCES APPLIED SCIENCES & TECHNOLOGY (VIMCESAT-VIRTUAL 2020), Organised by Inspira Research Association, Jaipur & Sanskriti University, Mathura, India, Dec 23rd-24th, 2020, ISBN: 978-81-948376-6-4, 1st Edition-Dec 2020

22. S Jainulah deen & Dr. P Chitra, Dissemination of Information using Blogs: An analysis of blogging websites used for various purposes by bloggers in Tamil Nadu, International Journal of Education, Modern Management, Applied Science & Social Science (IJEMASSS) ISSN : 2581-9925, Impact Factor: 6.340, Volume 03, No. 02(II), April - June, 2021, pp.43-47
23. Ms. N. Aruna & Dr.P.Chitra, A Study on Portrayal of Women in Regional Leading Newspaper Journal of Advanced Research in Journalism and Mass communication , Volume 5, Issue 4 - 2018, Pg. No. 34-40
24. Ms. N. Aruna & Dr.P.Chitra, A Study On TV Advertisement With Messages For Social Change, Universal Review Journal, Volume 7, Issue XII, 2018,UGC Approved journal.
25. Ms. N. Aruna & Dr.P.Chitra, A Study On The Preventive Measures Taken By Government Of Tamil Nadu Against Child Sexual Abuse Through Outdoor Advertisement, Studies in Indian Place Names, ISSN :2394-3114.Vol 40, Issue 20 – 2020, Multidisciplinary UGC Care Listed Journal
26. Ms. N. Aruna & Dr.P.Chitra, Programs Of Child Sexual Abuse And Its Influence Among The Stakeholders, Utkal Historical Research Journal with ISSN : 0976-2132, Published in Vol. 34(VIII): 2021 , UGC Care Approved, Peer Reviewed and Referred Journal
27. AS Lawrence, A John Lawrence, K Saileela, S Anantharamakrishnan, P Chitra, Social Media Usage and Family Relationship among the Tamil Community during COVID-19 Curfew, Published in Ilkogretim Online - Elementary Education Online, 2021; Vol 20 (Issue 1): pp. 1814-1825 <http://ilkogretim-online.org> (Indexed in Scopus)
28. Dr.P.Chitra, Changing Trends in Advertising, Anti-Covid Products and Brand Promotion, REVISTA GEINTEC-GESTAO INOVACAO E TECNOLOGIAS, ISSN: 2237- 0722, 1902-1920 (Indexed in Web of Science)
29. Ms. N. Aruna & Dr.P.Chitra, A Study On Social Media campaigns -Using Social Media In Creating Awareness And Prevention Of Child Sexual Abuse, *Turkish Journal of Computer and Mathematics Education Vol.12 No.12 (2021), 2687-269.* (Indexed in Scopus)
30. Ms. N. Aruna & Dr.P.Chitra, A study about awareness campaigns and its effect with reference to media coverage as a prevention strategy of child

sexual abuse. Handbook n Research in ICT and media communications, published by Research Institute of Advance Computing, Multimedia and Engineering ISBN: 978-81-951098-4, May 2021.

31. Dr.P.Chitra, Political memes during Election: An Awareness or Fun, Turkish Online Journal of Qualitative Inquiry (TOJQI) Volume 12, Issue 9, August 2021: 1221-1230. (Indexed in Scopus)
32. Dr.P.Chitra, Challenges faced by Faculty members in online distance education, Vidyabharati International Interdisciplinary Research Journal, ISSN 2319-4979, vol.13, Issue:1, Sep 2021 (Web of Science)
33. Dr.P.Chitra and Mr. R.V.Raghul, Cyber Bullying Trends and impacts, "Hand book of research on innovations in ICT and media Communication", Pg:73, ISBN: 978-81-951098-0-7, 2021
34. Dr.P.Chitra and Ms. N.Aruna, A Study about awareness campaigns and its effect with reference to Media coverage as a prevention strategy of child sexual abuse, "Hand book of research on innovations in ICT and media Communication", Pg:112, ISBN: 978-81-951098-0-7, 2021
35. Dr.P.Chitra, Youtube and its role in education content: A Descriptive overview, Webology, Vol: 18, Num:6,2021, ISSN 1735-188x (web of Science)
36. Dr.P.Chitra, Media imperialism and cultural dwindles in India, International Journal of Early Childhood Special Education (INT-JECSE), DOI:10.9756/INTJECSE/ V14I5. 346 ISSN: 1308-5581 Vol 14, Issue 05 2022 (Indexed in Thompson Reuters)

### **Conferences:**

#### **National Conference:**

1. A study on the role of information Acts in safeguarding democracies: A comparative study of India and USA, Indo-US relationship and strategic partnership in 21st century on 28th March 2011 at the Department of politics and public administration, University of Madras, Chennai
2. A Study on the role of Right to Information Act (RTI) as a tool for anti-corruption, Corruption and Human Rights held on (03 – 04 August 2011) at

Department of Political sciences, Presidency college in association with Indian society of criminology (ISC), University of Madras, Chennai

3. Media technology and social change: The role and effectiveness of RTI, Technology, Innovation and Social Change, on 16 – 18 August 2012 at Tata Institute of Social Sciences, Mumbai
4. RTI as fundamental right, Good governance and Anti-corruption: A human rights dimension on 10 – 11 December 2012 at The Tamil Nadu Dr. Ambedkar Law University, Chennai.
5. “E-Governance for transparency and efficiency in Government process” in the 2nd National Conference on “Innovative Management practices & Technology for Skill Development” on 4th April 2014 organised by Department of Management Studies, Sakthi Mariamman Engineering College, Chennai.
6. Effectiveness of creativity in Television advertisements among children, 17<sup>th</sup> October 2014, National conference on “Management Research in a Changing Climate”, Department of Management Studies, Easwari Engineering College.
7. Role and Performance of MSME in India, 11<sup>th</sup> March 2016, National Seminar on “MSMEs in India: Challenges & Opportunities”, Department of Economics, Commerce and Management, Bharathidasan University Constituent Arts & Science College, Trichy.

#### **International Conference:**

1. Social Networking Sites (SNS) and Right to Information (RTI) Act – A study on Facebook and Twitter, 27-29 December 2012, 3rd International Conference on Computer Applications 2012, Pondicherry.
2. Communication model for promoting E-governance through the Right to Information (RTI) Act 2005, 3 – 5 January 2013, 2nd International conference on smart technologies (ICST 2013), Vel tech Dr.RR and Dr.SR Technical University in association with Oklahoma state university, USA.
3. E-Learning in Open Distance Learning: A case study with reference to Open Universities across the world, XX Idea Annual Conference on Empowering Idea through open and distance learning: Breaking down barriers, building partnership and delivering opportunities, 23-25 April 2015
4. Corporate Social Responsibilities of corporate companies during Chennai flood 2015, International Conference on Competency Building Strategies in Business and Technology for Sustainable Development, 19<sup>th</sup> Feb 2016

### **Workshops/Training:**

1. Special lecture on “How to do Good Ph.D thesis” during May 07-09, 2012 at Anna University
2. Participated in one day training program on The Right to Information Act, 2005 for educational institutions in Tamil Nadu organised by the Tamil Nadu Dr. Ambedkar Law University, in collaboration with the Tamil Nadu Information Commission on 24<sup>th</sup> March 2012.
3. Participated in the one day training programme on “Implementation of Vocational Education Qualification Framework (NVEQF) through Tamil Nadu Open University (TNOU) community colleges held on 27<sup>th</sup> March 2014.
4. “Research Methodology” Tamil Nadu Open University, 3<sup>rd</sup> April 2014.
5. “Tamil Wikipedia vazhi karpithal”, School of Tamil and Cultural Studies, Tamil Nadu Open University, 17<sup>th</sup> September 2014
6. “Item Writing and Question bank development”, School of Tamil and Cultural Studies, Tamil Nadu Open University in Collaboration with National Testing Service-India, 15<sup>th</sup> to 17<sup>th</sup> October 2014
7. “Seekan pal thamizhpani” conducted by Ulaga Thamizh Sangam at University of Madras on 28<sup>th</sup> October 2014
8. Regional Training Programme on URKUND-An Anti plagiarism detection tool, jointly organized by Anna University and INFLIBNET centre in collaboration with URKUND, Sweden & egalactic, Pune on 22<sup>nd</sup> September 2015.
9. E-governance in Universities organized by School of Computer Science, Tamil Nadu Open University on 29<sup>th</sup> September 2015.
10. “Iron man of India Shri Sardar Vallabhai Patel: Role in Integration of Indian States” colloquium organized by School of History and Tourism Studies, Tamil Nadu open University on 30<sup>th</sup> October 2015.
11. “Author Workshop” jointly organized by Springer & Anna University, Chennai on 2<sup>nd</sup> November 2015.
12. “Thamizhum Samayamum” , International Conference organized by Ulaga Tamil Sangam at Madras University, 20<sup>th</sup> November 2015.
13. “Enhancing Quality of Work life: The role of soft skills” organized by School of Management Studies, Tamil Nadu Open University, 30<sup>th</sup> November 2015
14. Usage Promotion of AICTE recommended e-resources through gateway portal organised by University library-Anna University and Informatics Publishing Ltd, Bangalore on 18<sup>th</sup> March 2016.

**Additional Information:**

1. Organised “Development of Self Learning Materials” for course writers on 1<sup>st</sup> Aug 2014
2. Chaired a session on “Role of Media in Women Empowerment” at the UGC sponsored National Seminar on “Two decades of CEDAW: Challenges and responses –National and International perspectives on 8<sup>th</sup> & 9<sup>th</sup> August 2014 by Tamil Nadu Dr.Ambedkar Law University, Chennai.
3. Member, Proceeding publication committee, XX Idea Annual conference, Tamil Nadu Open University on April 23-25, 2015
4. Organized Four days Capacity building workshop for the potential tutor – counselors for Certificate in Community Radio Technology programme in collaboration with Commonwealth Educational Media centre for Asia, 15-18 June 2015.
5. Worked for translation of SET exams question paper in Jan 2016.
6. Guest lecture on “Research Methodology” to PG Students of Mother Teresa University, Department of Communication
7. Board of studies member at “MGR Educational Institution”, Maduravoyal for conducting Gaming course.
8. Organised One day National Seminar on “Big Data Analytics and Social Media” on 30<sup>th</sup> September 2016.
9. Organised Conduct of one day workshop on “COMMUNITY RADIO – A TOOL FOR COMMUNITY DEVELOPMENT IN INDIA for CR stations in South India on 1st November 2019” in collaboration with CEMCA
10. Organised Capacity Building workshop on Adoption and Implementation of Institutional OER policy 18-21st November 2019
11. Project Director for Open Educational Resources (OER) implementation at TNOU
12. Member in developing Social Media policy for TNOU
13. Academic Council Member, Tamil Nadu Open University, year: 2021

**Specializations:**

1. Media Research
2. Radio Production

3. Television Production

4. Advertising, Public Relation and Media Management

**Personal Information**

**Name** : P. Chitra

**Date of Birth** : 05-05-1982

**Age** : 34

**Marital status** : Married

**Fathers Name** : E. Purushothaman

**Language** : Tamil, English, French

I hereby declare that the above mentioned details are true to my best knowledge

Place : Chennai

Date :

(P.Chitra)