

Name: P. Govindaraju
Designation: Professor & Head
Department: Department of Communication



Educational Qualifications:

1. Visiting Research Scholar, (Post Ph.D), Centre for Mass Communication Research (CMCR), University of Leicester, England – 1991-1992
2. Ph.D. in Journalism and Mass Communication (Interdisciplinary with Linguistics) Bharathiar University, Coimbatore - 1991
3. M.Phil in Communication, Department of Journalism & Mass Communication, University of Madras, 1984
4. M.A. in Communication, PSG College of Arts & Sciences, Coimbatore, University of Madras 1983
5. B.Sc. in Botany, Jamal Mohamed College, Trichy , University of Madras 1981

Academic Affiliation – Present

1. Dean – Faculty of Arts, Manonmaniam Sundaranar University, Tirunelveli. Since March 24, 2009
2. Professor and Head, Department of Communication, Manonmaniam Sundaranar University, Tirunelveli. Since March 10, 2004
3. Member, Standing Committee on Academic Affairs, Manonmaniam Sundaranar University, Tirunelveli since 2004
4. Senate Member of Manonmaniam Sundaranar University, Tirunelveli since 2004
5. Chairman, Board of Studies, Manonmaniam Sundaranar University, Tirunelveli
6. Member, Board of Studies,
 - Bharathiar University, Coimbatore
 - Periyar University, Salem
 - Alagappa University, Karaikudi
 - PSG College of Arts and Science, Coimbatore
 - Kerala University, Kerala
 - Calicut University , Kerala
 - Thiruvalluvar University, Vellore
7. Chairman Board of Examiners
 - University of Madras, Chennai
 - Bharathiar University, Coimbatore
 - Bharathidasan University, Trichy
 - Madurai Kamaraj University, Madurai
 - Periyar University, Salem

Academic Affiliation – Past

1. Research Scientist of Audio Visual Research Centre, Anna University, Chennai (01-03-1989 to 09-03-2004)
2. Lecturer of School of Communication, Universiti Sains Malaysia, Penang, Malaysia (July 1998 to July 2001)
3. Assistant Professor / Lecturer, Department of Communication, PSG College of Arts & Sciences, Coimbatore (03-09-1984 to 28.02.1989)

Professional Affiliation:

1. Vice-President, Association of Communication Teachers – Tamilnadu and Pondicherry
2. Member, International Association for Media and Communication Research (IAMCR)
3. Life Member and Managing Committee Member, Indian Council for Communication Research and Training (ICCTR), Bangalore
4. Member, Indian Academy of Social Sciences, Ahmedabad
5. Life Member, Society for Educational Technology, Research and Development, Trichy
6. Life Member, Indian Society for Social Sciences and Medicine, Kumbakonam
7. Editorial Board Member of 'Science Communication' – an Inter-Disciplinary Journal for Science Communication and Journalism, Centre for Science Communication, Cochin University of Science and Technology, Kochi, Kerala

Training and Consultancy:

1. Consultant to CEMCA-COL, Employees State Insurance Corporation of India and UNESCO
2. Conducted workshop on Media Research at MRTC-UNESCO project at Sri Lanka in April 2005

Areas of Research:

- Media and Development
- ICT and rural development
- Impact of Educational Television

Publications:

I. No. of Publications in Refereed Journals

- a. 'The status of information and communication technology in a coastal village: A case study', Govindaraju, P., and Maani Mabel M., *International Journal of Education and Development using ICT*, Vol. 6. No 1, 2010. ISSN: 1814 – 0556
- b. 'A Study of a Village Knowledge Centre in a Coastal Village ', *Journal of Global Communication*, Govindaraju, P. and Maani Mabel, M, Vol.03; Issue 01, 2010. ISSN: 0974-600
- c. '*New Communication Technologies in Distance Education*', Jebakumar C. and Govindaraju, P., *Digital Learning*, August 2008, Vol. 04, Issue 8, PP. 42 – 46. ISSN 0973-4139
- d. 'A Retrospective View of Countrywide Classroom Project in India', Govindaraju, P., and I.Banerjee, *Journal of Educational Media*, Vol.26, pp.107-113, 1999. ISSN: 1358-1651
- e. 'ETV Viewing Habits of Indian College Students', Govindaraju, P., *Media Asia*, 1992, Vol.19, No.2, PP.107-113, Singapore. ISSN: 0129 - 6612

II. Books and Monographs

III.

a. Journals

- i. Editor of '**The Journal of Media Studies**' published by the Department of Communication, Manonmaniam Sundaranar University, Tirunelveli (ISSN-0974 0384)

b. Books

- i. Editor of '**Select Readings in Media Studies**' published under the UGC Special Assistance Programme DRS I by the Department of Communication, Manonmaniam Sundaranar University (2008)
- ii. Editor of '**Studies in Communication: Select Readings**', published under UGC unassigned grants by Manonmaniam Sundaranar University, Tirunelveli (2007).

IV. Chapters in Books (Edited Volume)

a. Co-authored four chapters in the Book '**Select Readings in Media Studies**'.

- i. E-governance in Tamil Nadu – An overview
- ii. The Status of Computer Aided Learning (CAL) Programme in the Tirunelveli Government Schools
- iii. Effective Use of ICT in meeting Students' Learning Needs (A Comparative Analysis of Regular and Distance Education Students)
- iv. A Study on Science Communication through Tamil Science Fiction

b. Co-authored three chapters in the Book '**Studies in Communication: Select Readings**'

- i. New Information and Communication Technologies in Higher Education: Opportunities and Shortcomings
- ii. Print Media and Public Opinion Formulation: A Case study of Gulf Crisis
- iii. Media and Dalits: A study on the Coverage of Dalit issues in Tamil Dailies with special reference to the coverage of '*Tirunelveli Massacre*'

Awards

- I. Awarded the '**Academic Excellence Award**' for the Academic Year 2009 – 2010 by Manonmaniam Sundaranar University
- II. Directed a Documentary entitled **Thirai Vilakattum** which Won II Prize in the State Level Short Film Competition on AIDS Conducted by Makkal TV in December 2006
- III. Awarded **British Council's Foreign and Commonwealth (FCO) Scholarship** to pursue Research at Centre for Mass Communication Research, University of Leicester, England (1991-92).

Declaration

I hereby declare that, the information provided by me is true to the best of my knowledge.

P.Govindaraju