

TAMILARASI.S

EDUCATION

2012 Holy Cross Collage Tiruchirapalli, India
Ph. D in Visual communication (Pursuing)

Thesis Topic: *Television Advertising and it's Effect on School Going Children Attitude And Behaviour*

Under Guidance of Dr. Fr. Joseph .A. Rosario

2012 June UGC NET

2008-09 Holy Cross Collage Tiruchirapalli, India
M. Phil in Media and Communication
Grade : **First Class**

Dissertation : *Information and Communication Technologies(ICT) and the Empowerment of College going students in Trichy*

Under guidance of Dr. J. Josephine

2006-2008 Holy Cross College Tiruchirapalli, India
M.Sc., Media and Communication
Specialization : Television Production
Grade : **First Class with Distinction**

Thesis Topic: *Television Exposure and its Influence of Advertisements on Adolescents with specific reference to Consumerist Culture*

2003-2006 Holy Cross College Tiruchirapalli, India
B.Sc in Visual Communication
Specialization : Computer Graphics
Grade : **First Class with A Grade**

Primary areas: Communication Research orientation, Visual analysis Tools, Television Production, Computer Graphics, Advertising

Secondary areas: Introduction to communication, Arts and Aesthetics, Psychological foundation, Human communication, Visual Literacy, Script Writing

PROFESSIONAL EXPERIENCE

2014 September till date St. Josephs College Tiruchirapalli, India

**ASSISTANT PROFESSOR
DEPARTMENT OF B. Voc. VISUAL COMMUNICATION TECHNOLOGY**

Teaching of undergraduate B. Voc. Visual Communication Technology courses in Photography, Sound Engineer, Sound Designer, Sound and Programme Production, Photojournalism, Image Editing And Manipulation, Journalism, Graphic and Multimedia , script and Creative Writing, VFX Editor, Camera Operator, Advertising, Public Relation, Elements of Film, Television Production

**2013 June to August 2014 Bharath College of science and Management
Thanjavur, India**

**HEAD OF THE DEPARTMENT
DEPARTMENT OF VISUAL COMMUNICATION**

Teaching of undergraduate Visual Communication courses in Photography, Photojournalism, Introduction to Visual communication, Mass communication Theories, Advertising, Development Communication, Printing Process, Public Relation, Media History in India, Elements of Film, Television Production

Teaching of Undergraduate students to use SPSS software which enables them to understand and do Quantitative Research and Surveys.

2012 August to March 2013 Bharathidasan University Tiruchirapalli, India

**GUEST LECTURER
DEPARTMENT OF EDUCATIONAL TECHNOLOGY**

Teaching faculty of the five year integrated Programme M.Sc., Media and Communication

June 2008 to July 2012 Holy Cross College Tiruchirapalli, India

**ASSISTANT PROFESSOR
DEPARTMENT OF VISUAL COMMUNICATION
Preparing Tomorrow's Media Professionals**

Teaching of undergraduate Visual Communication courses in Writing for Mass Media, Advertising, Development Communication, Printing Process, Public Relation, Media History in India, Elements of Film, Television Production

Teaching of Undergraduate students to use SPSS software which enables them to understand and do Quantitative Research and Surveys.

RESEARCH EXPERIENCE

2007-2008 March Holy Cross College

Tiruchirapalli , India

Television exposure and its influence on teenaged children with specific reference to consumerist culture in Trichy

Analyzed the various advertisements and its impact on school children where the students are easily persuaded by the stylish and glitzy advertisement. In today's environment of satellite communication.

Samples of a specified period of three months of various Schools.

2008-2009 August Holy Cross College

Tiruchirapalli , India

Information and communication technologies(ICT) and the Empowerment of Collage going students in Trichy

Analysed the use of information and communication Technologies, particularly (internet) and the usage by the collage students.

Samples of a specified period of three months in various colleges.

2012 Holy Cross College

Tiruchirapalli, India

Research Project on Youth Values

Research covers samples of three cities of various colleges in Tamilnadu.

EXAMINER - UG Valuation, University Examination, Bharathidasan University, Tiruchirappalli 620024 from May 2014.

EXAMINER - UG Valuation for the Department of Media & Communication, EVR College, Trichy from May 2014.

Question Paper Setter – UG, Controller of Examinations, Bharathiar University, Coimbatore April 2015.

Board of Studies Member- UG, Board of Studies Member, St. Xavier's College, Palayamkottai from November, 2018.

ACTIVITIES ORGANISED

- Edulit -2k13 An awareness Campaign on Right to Education
- Pittura 2013- Inter School Drawing Competition for School students in Thanjavur
- Photofest 2013 – Intercollegiate Photography competition cum exhibition
- One day seminar on Radio Jockeying (Suriyan FM) –September 2013
- 150th Birth Anniversary Celebration of Swami Vivekananda
- Two day Workshop on Desktop publishing Software's 2011
- Two day workshop on Cinematic Techniques Cine Tech -2010
- Vis Com Tech Fest 2k14- 15
- Vis Com Tech Fest 2k15-16
- Sony Alpha workshop 2k15
- Canon Workshop 2k15
- Sound Engineering workshop 2k16
- Nikon Workshop - 2k16
- Stieglitz 2017
- Media Achievers Day 2017
- Panasonic Workshop 2018
- Two days cinematic workshop 2018
- Inaugural function of Visual Communication department 2018

INTERNSHIP EXPERIENCE

- Ad Bureau Advertising Agency, Chennai
- All India Radio, Trichy
- Penta Soft Multimedia Technologies, Trichy
- Macmo Advertising and Marketing Services Pvt Ltd, Trichy

SKILLS

Proficient in a variety of software applications including:

- Microsoft Office
- Adobe Photoshop
- Adobe Indesign
- Adobe Illustrator
- Flash MX
- Television Production
- Photography
- SPSS

BOARD MEMEBER

- **Subject Expert St. Xavier's College, Thirunelveli.**
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SEMINARS& WORKSHOPS PARTICIPATED

- One day workshop in Ziegenbalg Printing Press, Joseph Eye Hospital, Trichirapalli, August 2008
- Two day workshop on English Communication Skills, Holy Cross College, July 2008
- One day workshop on Recent Trends in Animation and Computer Graphics Holy Cross College, Tiruchirapalli., December 2006
- Two day International Conference on Children and New Media, Holy Cross College, Tiruchirapalli, February 2007
- Two day International Film Festival , Holy Cross College, Tiruchirapalli, September 2004
- One day seminar on Media Outlook, Indira Gandhi College, Tiruchirapalli, November 2004
- Two day Film Festival Women Through the Lens, Holy Cross College, Tiruchirapalli, February 2010
- One day workshop in Ziegenbalg Printing Press, Joseph Eye Hospital, Trichirapalli, August 2009
- Two day workshop on Cinematic Techniques , Holy Cross College, October 2010
- One Day workshop in Desktop Publishing Software's , Tiruchirapalli, August 2010
- Two day Workshop on Photography, Periyar E.V.R. College , August 2013
- M.A. Media Launch Programmme, Central University , Thiruvarur, September 2013
- Judge for Drawing Competition "Varnajalam 2013" Conducted by Suriyan FM, August 2013.
- Three Days Workshop on Photography and Titling - Digitek 2K17, August by Photographers Association Trichy.
- Training of Trainers - Qualification packs - Media Entertainment Skill Council (MESC), New Delhi, June 2017

Personal Details

Name: S. Tamilarasi

Age: 33

Marital Status: Married

Nationality: Indian

Languages Known: English, Tamil

Address: 45 A, IAS Nagar,

Thiruvarambur,

Trichy-620013

Email: tamzhill@gmail.com,tamilarasisriram@gmail.com

Mobile: 9655763007,9655961001

I hereby declare that the above said details are true to my knowledge. References and Testimonials will be provided on demand.

22.2.2019

Faithfully,

S. Tamilarasi

REFERENCES

1) Dr . I. ARUL RAYAPPAN

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Nodal officer

Department of B. Voc. Visual Communication Technology

St. Joseph's College

Trichy-2

2) Prof . BLESSY JEEVAN

Mobile: +91 9841345085

Head

Department of Visual Communication

Periyar E.V.R.. College

Trichy-2

3) Dr. I. SENTHILA DEVI

Mobile: +91 9488053174

Asst. Professor

Department of Visual Communication

Periyar E.V.R.. College

Trichy-2

4) Dr. JOSEPH.A.ROSARIO

Mobile: +91 9443482381

Asst. Professor

Department of Visual Communication

Holy Cross College

Trichy-2