

Academic Profile

Dr Simi Varghese

Associate Professor

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Educational Qualifications

Pre Degree – Mar Thoma College For Women, Perumbavoor (MG University)

Graduation – BA English - Union Christian College, Aluva (MG University)

Post Graduation – MCJ – Master of Communication and Journalism (University of Calicut)

PhD – A Study on the Nature and Pattern of Media Consumption in Kerala (University of Kerala)

{Research Supervisor – Dr Subash Kuttan, Former Head & Rtd Professor, Dept of Communication & Journalism, University of Kerala, Kariavattom, Thiruvananthapuram}

Published Papers in International/National Seminars

Published a research paper titled **‘Understanding the Politico-Economics of WATER: Ramifications and Repercussions’** in a **Peer-reviewed/Refereed UGC Care Approved Journal** titled **‘JAC: A Journal of Composition Theory’** in connection with the **International Seminar on ‘Impact of Flood on Agricultural and Rural Livelihood of the People in Kerala’** organized by the Post Graduate Dept of Economics, St Mary’s College, Sulthan Bathery, Wayanad sponsored by the **Indian Council of Social Science Research (ICSSR-IMPRESS)** on September 3, 4 and 5, 2019.

Published a research paper titled **‘Social Media Vs Anti-Social Media: An Enquiry into the Post-Truth Mediascape’** in the UGC Journal No: 44829, named ‘Interactions Forum’, Special Issue, February 2019 - **‘New Academia: An International Journal of English Language and Literary Theory’** in connection with the **International Conference on Emerging Trends in the English and Foreign Language Teaching (ETEFLT’19)** organized by the Division of Social Sciences and Languages, School of Advanced Sciences, VIT Chennai on February 5, 2019.

Published a research paper titled **'Framing Media Ethics: Repercussions in the Neo-liberal Culturescape'** in the **Scopus Indexed (Impact Factor: 5.92)** International Journal of Recent Technology & Engineering (IJRTE) – Issue-IC 2, May 2019 with ISSN No: 2277-3878 Vol 8 published on July 17, 2019.

The extended version of this article is published as a Book Chapter (Chapter 11: Pages 114 - 120) titled **'Reinventing the Contours of Media Ethics in the Neo-liberal Culturescape'** in the book **'Recent Advances in Science and Technology Research'** Vol I published as an e-book (ISBN: 978-93-89816-85-3) and also a printed book (ISBN: 978-93-89816-84-6) on June 3, 2020.

Published a research paper titled **'Remapping the Visual Contours: An Enquiry into the Film Narratives of Adoor Gopalakrishnan'** in the UGC Approved Journal **'Asian Review of Social Sciences'** – An International Peer-Reviewed Journal on Social Sciences (ISSN:2249 – 6319) Vol 8, February 2019 in connection with the **International Conference on Management and Allied Sciences (ICMAS-1)** by the Dept of Commerce, Prajyoti Niketan College, Pudukad, conducted on October 25 and 26, 2018.

A research article titled **'The Consumptive Dynamics of Advertisements'** in the international journal **'Management Guru: Journal of Management Research'**, a journal approved by UGC with ISSN:2319-2429 published as the Seminar Proceedings of the one day multidisciplinary National Conference on **Globalization: New Horizons and Perspectives** by Karnatak Sangh's Manjunatha College of Commerce and Junior College of Commerce on September 23, 2017.

Published a research article titled **'Re-defining Digital Relationships: An Enquiry into the Neo-liberal Cyberscape'** in the UGC Approved Peer-reviewed Research Journal named **'Communication and Media Studies'** Vol 6, Issue:1 ISSN : 2395-1559 (Jan-June 2017) devoted to Communication and Media Research by the Dept of Communication and Journalism, University of Kerala, Kariavattom, Thiruvananthapuram.

Published a research article titled **'A Study on the Dynamics of Audiences for Mass Media'** in **Science Communicator**, an inter-disciplinary journal for Science Communication and Journalism Vol 8, Issue 1 & 2, January and June 2017 (Combined Issue) with ISSN 2231-217 X.

A research article **'The Cultural Contours of Television in Kerala'** published in the **International Journal for Advanced Research in Emerging Disciplines (IJARED)** Vol 4, Issue 1 (June 2016) by EMEA College of Arts and Science, Kondotti, Malappuram with ISSN: 2348-3342.

Published a research article **'Maarunna Keralavum Maraatha TV - yum'** in the Christian Research Publication **'Mathavum Chinthayum'** by the Pontifical Institute, Mangalapuzha in September-October 2016, Vol 5, Issue 98.

Published a research article **'Understanding Mass Media: Politics, Prospects and Perspectives'** in the biannual refereed journal **Communication & Journalism Research CJR** Vol 5, Issue 2 by the Dept of Journalism and Mass Communication, University of Calicut during July-December 2016 with ISSN 2348-5663.

Published a research article **'Revisiting New Media and the Cyber Public Sphere of Kerala'** in the biannual refereed journal **Communication and Journalism Research CJR Vol 5 Issue 1 January – June 2016** dedicated to **Media and Culture** with ISSN 2348-5663 by the Dept of Journalism and Mass Communication, University of Calicut.

Published a research article titled **'Re-exploring the Semantics of Sound and Music in Films'** in the **International Journal for Advanced Research in Emerging Disciplines IJARED Vol 3, Issue 1 (June 15)** by EMEA College of Arts and Science, Kondotti.

International/National Seminars Attended/Organized/Papers Presented

Presented a research paper titled **'Film as a Cultural Text: Imparting Alternative School Lessons'** in the **Virtual Conference on Emerging Trends in the English and Foreign Language Teaching (ETEFLT' 20)** organized by the Division of Social Sciences and Languages, School of Advanced Sciences, VIT Chennai from 18th to 29th May, 2020.

Programme Co-ordinator of the **National Seminar 'Evolution of Consciousness'** conducted jointly by the **Dept of Communication & Journalism and Dept of Psychology**, Prajyoti Niketan College in collaboration with Heartfulness Institute, Hyderabad on July 18 and 19, 2019.

Attended the two day **International Conference on Commerce and Management Studies (ICMAS – 1)** conducted by the Dept of Commerce, Prajyoti Niketan College and chaired a session on Media Studies on Oct 25 and 26, 2018.

Attended the Professional Development workshop **'Digital Media Tools for News Gathering and Distribution'** sponsored by the US Consulate General, Chennai and organized by the International Center for Journalists (ICFJ) on August 19, 2015.

Presented a paper on **'Mapping the Psycho-Dynamics of Humour: An Enquiry into the Mass Mediascape'** at the International Humour Conference 'Humour: Texts, Contexts' organized by Littcrit and UGC Area Study Centre for Canadian Studies, University of Kerala at Indian Institute of Science and Technology, Valiamala from December 6 to 8, 2013.

Presented a paper titled **'Social Media: Prospects and Challenges in the field of Education'** in the 8th international conference organized by the Dept of English and Foreign Languages, SRM University, in association with English Language Teachers' Association of India (ELTAI) from July 18 to July 20, 2013.

Minor Research Project

Undertaken a **Minor Research Project** sanctioned by **University Grants Commission** in Humanities for the project titled **'The Concept of Media Ethics in the Convergence Era'** on March 28, 2008. UGC had sanctioned Rs 25,000 for the project.

Achievement

PhD Produced

Awarded doctoral degree on Sept 25, 2019 by the University of Kerala in Communication and Journalism on the topic 'A Study on the Nature and Pattern of Media Consumption in Kerala' guided by Dr Subash Kuttan, Former Head and Retd Professor, Dept of Communication and Journalism, University of Kerala, Kariavattom, Thiruvananthapuram.

Membership in Professional Bodies

Member, Board of Studies, **Audio Visual Communication** (Single Board: 2019 -), University of Calicut

Member, Board of Studies, **Journalism** (UG: 2019 -), University of Calicut

Member, Faculty of **Journalism** from 25.04.2007 to 24.04.2010, University of Calicut

Member, Board of Studies, **Journalism** (UG) from 30.03.2010 to 29.03.2013, University of Calicut

Member, Board of Studies, **Journalism** (UG) from 27.04.2013 till 2016, University of Calicut

Administrative Experience

IQAC & NAAC Co-ordinator (2020 -)

Staff Advisor (2019-2020)

Public Relations Officer

Secretary, PTA (Parent Teacher Association)

Secretary, PWTA (Parents' Wellwishers' Teachers' Association)

Staff Editor, Magazine 'Nellikka' (2017-2018)

Staff Editor, Prajyoti Times

Co-ordinator, Quiz Club

Co-ordinator, Film & Theatre Club

Co-ordinator, Speakers' Forum

Involvement in Online Academic Activities

Engaging classes through Google Meet and Google Classroom from June 1 onwards.

Webinars Attended during Lockdown

Attended an international webinar on **Constructive Journalism: A Response to Sensationalism and Negativity in Media** conducted by Dept of Media Studies, Christ Nagar College, Trivandrum on June 16, 2020.

Attended an international webinar on **Fake News Syndrome : Journalism at Stake** by the Dept of Mass Communication and Journalism, Loyola Degree College, Bangalore on June 13, 2020.

Attended a national webinar on **Essential Skills and Attitude for 2020** by the PG and Research Dept of Commerce, Adhiyaman Arts and Science College for Women, Salem-11 on June 12, 2020.

Attended the **International Digital Conference–Editors’ Meet** by FIIB Business Review, Fortune Institute of International Business, New Delhi on June 2, 2020.

Attended a webinar on **Discourse and Creativity - The Difference in Perspective** by the Dept of Malayalam and IQAC, Sree Vivekananda College, Kunnankulam on May 29, 2020.

Attended a five-day FDP on **Managing Online Classes and Content Development** titled **Reconnect and Teach** jointly organized by the Dept of Computer Science and IQAC, Prajyoti Niketan College, Pudukad from May 25-29, 2020.

Attended an international webinar on **Mainstream Media Reporting during Covid : An International Experience** by the Dept of Journalism and IQAC, Sir Syed College, Taliparamba on May 22, 2020.

Attended a webinar on **Samakaleena Malayala Sthree Kavitha** organized by the Post Graduate Dept of Malayalam in association with IQAC, Devaswom Board College, Thalayolaparambu on May 21, 2020.

Attended the webinar on **Outcome Based Education** jointly organized by St Thomas College (Autonomous), Thrissur and Kerala State Higher Education Council on May 13, 2020.

Attended a national online FDP conducted by the Dept of Journalism and Mass Communication, Kristu Jayanti College, Bangalore on **Communication and Journalism** from May 12 to May 16, 2020.

Attended the 10 day online Faculty Development Programme on **‘ICT for Teaching and Evaluation’** from May 8-17, 2020 by Adhyapana Bangalore.

Attended a webinar on **Yoga and Healthcare** conducted by the IQAC, Prajyoti Niketan College, Pudukad on May 7, 2020.

Attended the Online Faculty Development Programme **‘NAAC Revised Accreditation Framework’** on May 1 and 2, conducted by Adhyapana Bangalore.

Experience/Role in conducting Examinations

Chairman for the Centralised Valuation/Centrally Monitored Valuation Camp in Journalism and Mass Communication from 2016 onwards

Question Paper Setter for PSC, Kerala University, MG University, St Joseph’s College, Devagiri etc