

Dr. J. MARGARET SUGANTHI

Assistant Professor & Head

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PERSONAL DETAILS

DOB : 04.01.1975

Marital Status : Married

Nationality : Indian

Languages Known : English, Tamil, Hindi

Residential Address : No A3, Sathyam Block,
Nalli Highway Apartments
Viswas Nagar, Trichy – 620 008.

Official Address : PG and Research Department of Visual Communication,
Holy Cross College, Teppakulam Post, Tiruchirappalli-620002

OBJECTIVE

- To provide comprehensive and student focused educational training to the students and developed their potentials to the fullest
- To Prepare tomorrow's Media Professionals

EDUCATIONAL QUALIFICATION

S. No.	Degree / Diploma	Subject	Year	Name of the College / University
1.	Ph.D.,	Visual Communication	2014	Holy Cross College Bharathidasan University
2.	M. Phil.	Journalism and Mass Communication	2006-2008	Madurai Kamaraj University Madurai
3.	M.A.	Mass Communication and Journalism	2003-2005	Allagappa University Karaikudi,
4.	B.Sc.	Visual Communication	1994-1997	Loyola College, Madras University
5.	SLET	Mass Comm & Journalism	2012	Bharathiyar University, Coimbatore
6.	NET	Mass Comm & Journalism	2018	UGC

PROFESSIONAL EXPERIENCE

BSc Viscom	-19yrs
MSc Media & Communication	-18yrs
MPhil Media & Communication	-16yrs
Industrial Experience in India/Abroad	-2yrs

Assistant Professor & Dean

2021-2023 till date

Assistant Professor & Head

2004- 2021

PG & Research Dept of Visual Comm., Holy Cross College,

Trichy

- Teaching of undergraduate Visual Communication courses in Visual Literacy and Drawing, Human Communication, Advertising, Graphic Design, Writing for Mass Media, Project, Portfolio and Computer graphics.
- Designed, developed and taught post graduate courses like Print Journalism, Communication Theories, Media Laws and Ethics, Advertising, Project, Development Communication etc...
- Teaching Postgraduate students and MPhil Scholars to use SPSS software which enables them to understand and carry out Quantitative Research and Surveys.

Graphic Designer

2001– 2002

Dubai

Publilink Advertising Pvt.,Ltd,

Worked as a Graphic Designer as well as Visualiser for many products like MC Donald, Etisallite Phone Cards, Denim Jeans etc.

Multimedia Teaching

1998–1999

Trichy.

Arena Multimedia,

Teaching multimedia softwares like Photoshop, Illustrator, Flash Mx.

Tele Marketing Executive

1997 -1998

Chennai

Quest Marketing Agency

Worked for City Bank Credit Card, RPG Cell Phones

RESEARCH EXPERIENCE

Research Guidance

- ✓ *2016 Recognised as Research Adviser in Visual Communication Bharathidasan University, Trichy – 24.

- ✓ Currently guiding 4 PhD scholars and has guided more than 10 Mphil Scholars and 12 PG students in their Research Dissertation.
- ✓ Doctoral Committee Member –Periyar EVR College
- ✓ Doctoral Committee Member-SRM Institute of Science and Technology
- ✓ Presented and Published around 15 Research Articles in National/ International Conferences, Book, Journals.

PAPERS PRESENTED/PUBLISHED

Academic Year	Nature of the Journal	Details
2012	RETELL(An Interdisciplinary research journal)	The Effect Of Television Advertisements On The Body Image Of College Going Girls' - ISSN 0973-404X, Vol:13, NO.1, November 2012, pg.(75-79), St. Joseph's College For Men, Trichy.
2012	Progressive Outlook(A refreed National Research Journal of Social Science)	Advertising Body Images and Self esteem in Women- Vol:11, No:2 (April 2012-June2012), ISSN:2231-2258, Ideal Foundation, Trichy.
2012	Trends in Human Resource Management	The Role Of Media Managing, Ideal Body Image And Low Self-Esteem In Women' - ISBN:978-81-920622-4-2, 2012(August), pg.(197-206), BDU, Trichy.
2014	Women Development in the New Millennium- a way forward	'Television Viewing And Young Women's Perception Of Body Image' - ISBN: 978-81-922545-2-4, Pg. (212-216), HCC, Trichy-2
2015	Exploring Gender Issues in Multidimensional Approaches (Interdisciplinary Relevance)	Influence of Television Cosmetic Advertisements on College Going Girls- Pgs: 125-134, ISBN:978-93-81521-57-1, HCC, Trichy-2.
2015	Media, Youth and Values	'Pressure To Be Perfect'-The Role Of Television In Cultivating Body Image Values Among College Going Young Women- ISBN: 978-81-922545-2-4, Pg.(212-216).
2015	Book chapter for Value Education-Ethics	Women and Media , Holy Cross College, Trichy
2017	Recent Trends in Media	'In Indian Scenario is awareness of climate change through online print media still far fetched' - Subbalakshmiathy College of Science, Madurai-22
2020	Studies in Indian Place Names (SIPN)	'Media Education - A Solution To Children's Junk Food Consumption' - ISSN 2394-3114 in UGC Care listed journal with impact factor 6.3 (2020), pgs:152-162.
2021	International Journal of Research and Analytical Reviews (IJRAR)	Use of Celebrity Endorsed Cosmetic Television Advertisement and the Buying Behavior of College Going Young Women- Volume 8, Issue1, with E-ISSN 2348-1269, P-ISSN 2349-138, Pgs:432-436.

2022	JOURNAL OF THE ORIENTAL INSTITUTE	'College Going Students And Smartphones - Socially Disconnected And Digitally Connected'- UGC CARE LIST No.135, ISSN 0030 – 5324, Volume 71, Issue. 02, No.18, 2022, pgs:167-174.
2022	MEDIA GLOBALISATION- Towards Homogeneity or Heterogeneity	'Learning Beyond Classrooms - Impact Of Online Class On College Going Students'- ISBN:9798888698563, Notion Press Publishers. Product ID:309682-1381076-NA-NED-T0-PRIY-REG-IND-DIY-221122-28

PAPERS PRESENTED

Academic Year	Name of the Conference	National / International	Details
2010	e Resources in Higher Education: Issues, Developments, Opportunities and Challenges	International Conference	“Empowerment of Women Students through Information and Communication Technology” - Department of Educational Technology, Bharathidasan University, Trichy.
2010	Recent Trends in Subaltern studies	National seminar	Portrayal Of Women In Television Ads And The Effect On Body Image Of Young Women”- Department of History, Holy Cross College, Trichy.
2010	Media, Education and Development	National Conference	Role of Media Education: Advertising Body Images and Self Esteem in Women”- Department of Communication, Manonmaniam Sundaranar University, Trinelveli.
2014	Women Development in the New Millennium- a way forward	National seminar	‘Television Viewing And Young Women’s Perception Of Body Image’-Department of Women Studies, HCC, Trichy.
2015	Exploring Gender Issues in Multidimensional Approaches	National seminar	Influence of Television Cosmetic Advertisements on College Going Girls-Department of Women Studies, HCC, Trichy.
2014	Media, Youth and Values 27&28 Nov2014	Two Day International Conference	‘Pressure To Be Perfect’-The Role Of Television In Cultivating Body Image Values Among College Going Young Women- Dept of Visual Communication, HCC, Trichy
2016	Quality Perspectives in Teacher Education, NCQPTE-2016	National Conference	‘Influence of Television Ads on Teens’- Dept of Education,

			Periyar University, Salem.
2017	Recent Trends in Media	National Seminar 18.12.2017	'In Indian Scenario is awareness of climate change through online print media still far fetched' - Subbalakshmi pathy College of Science, Madurai-22
2018	'Networking, Research & Innovation'(Channels and Challenges)	International Conference	'Media Education - A Solution To Children's Junk Food Consumption' -HCC.
2019	MEDIA MEET'19-MEDIA ETHICS	National Conference	Influence of Advertisement on Young Girls on the Body Image Perception – A Study from Ethical Standpoint - Dept of Media Studies, Christ Deemed to be University, Bengaluru.
2022	New media and convergence for Development	International Conference 26 & 27 May	'College Going Students And Smartphones - Socially Disconnected And Digitally Connected' -Department of Visual Communication, Dr.MGR Educational and Research Institute Maduravoyal, Chennai
2022	Borderless Communication: Reimagining global Media scapes	International Conference	'Learning Beyond Classrooms - Impact Of Online Class On College Going Students' - Dept of Mass Communication, Mizoram Central University, Aizawl, Mizoram

MEMBERSHIPS IN ACADEMIC

(Board of studies, Doctoral Committee Member)

Academic Year	Details
2014-2016	Subject Expert-BOS-Viscom, JJ College of Arts & Science, Pudukottai.
2015	Subject Expert-BOS-Viscom, Periyar EVR College
2017	Chairman, Visual Communication Exam Board, Central Valuation, BDU.
2017	Member - Inspection Commission to Govt Arts and Science College, Tiruvadana, Alagappa University.
2018	Member of Inspection Commission for Affiliation of Viscom in Syed Ammal Arts & Science College, Ramnathapuram.. Alagappa University.
2021	External Expert of the Dept of Viscom-Academic Audit cum Star Department Evaluation conducted by IQAC-Bishop Heber College, Trichy.
2021	Subject Expert-BOS-Viscom, Thanthai Rovers College, Perambalur.
2021	Expert in the Inspection Committee to inspect the facilities for the conduct of skill development courses in Bridge Academy of Fine Arts & Educational Trust.

	Chennai – 600 094
2021-2024	Chairperson, BOS, Viscom- Bharathidasan University
2022	Subject Expert-BOS- Dept of Journalism and Mass Comm, Fatima College, Madurai.
2016-2022	Subject Expert-BOS-Viscom, Jamal Mohamed College.
2022	Member (TN), BOS- Annamalai University, For a period of 3 years.
2022	Chairman – BOS – Jamal Mohamed College. For a period of 3 years.

FACULTY DEVELOPMENT PROGRAM

S.No	Name of the FDP	Organized/Powered by	Place and Date
1	Course for preparation & Face peer team visit & SSS	IQAC	17 th May to 7 th June 2023
2	7 Day FDP on Digital Media	Organized by the Internal Quality Assurance Cell (IQAC) & School of Media and Communication	25- 31 May 2023
3	National level Online Faculty Development Program on ChatGPT & AI Tools For Educators, in-line with OBE	Organized by St. Joseph's College association with Kerala state Higher Education Council	19 – 26 th July 2023

ACHIEVEMENTS

Participated and won many prizes in Sports, Drawing competitions, Acting, etc at school level, College level and as a Teacher.

- ✓ Second Prize in **State level** Cycle Race organised by SBIOA School, Chennai.
- ✓ Third Prize in **State level** Drawing Competition, Chennai.
- ✓ Best Actress at School level.
- ✓ Best teacher Award by Suriyan FM 93.5, Trichy.
- ✓ Organised International, National conference with eminent Personalities. Conducted many workshops, seminars, webinars and competitions.
- ✓ Chairman , BOS Member, Scrutiny Member for affiliation of Viscom.
- ✓ Member for Question Paper scrutiny Board- PSG Arts & Science Coimbatore, Srimath Andavar College, Jamal College- Trichy.

SKILLS

Proficient in a variety of software applications including:

- Microsoft Office
- Microsoft Word
- Power point
- Adobe Photoshop,
- Adobe Illustrator
- Flash MX
- SPSS