FACULTY PROFILE TEMPLATE FOR WEBSITE

Basic Details:

- **Name: P S Padmavathy**
- **Designation**: Assistant Professor
- **Phone Number:**- 8056234114
- **Email Id:** padmavaradane@gmail.com, padmavap@srmist.edu.in
- **Area of Specialization: Creative writing, Advertising**
- **Affiliation:**.

Educational Details:

- **Degree** – M A
- **Area or Subject** – Mass Communication
- **University** – Bharathiyar University
- **Awarded Year** – 2006
- **Degree** – B.Sc
- **Area or Subject** – Plant Biology and Biotechnology
  Mini Project on gene detection in Listeria monospermata
- **University** – Bharathiyar University
- **Awarded Year** – 2004
- **Degree** – Diploma
- **Area or Subject** – Bioinformatics
- **University** – Bharathiya University
- **Awarded Year** –2004

Experience–

Academic experience – 3 yrs

Industry experience – 14 yrs

Other Details:

Research Interests: Advertising, Film Studies, Cinematherapy

Papers Presented:

- **Recalling Ability of TV Advertisements Using Jingles.**
- **A study on 'Social media platform, Twitter - the primary news source among young people in Chennai'**
- **Cinematic Narratives and Teen Mental Wellness: A Preliminary Exploration in Chennai**
- **The Cinematic Canvas: A Comprehensive Exploration of Cinematherapy, Effect of Film on Emotional Insight, Healing, and Personal Wellbeing.**
- **Exploring the Evolution of Transgender Character in Tamil Movies : A Qualitative Analysis.**

Working Papers:

Work in Progress:

Academic Experience:

Other Professional Experience:

- **News Producer – Sun News, Sun TV -** Managed content production and editorial workflows.
- **Online Editor – Jaya TV -** Oversaw digital content creation and publishing.
- **Special Correspondent – Inbox 1305 Lifestyle Magazine -** Conducted research, interviews, and reporting for lifestyle stories.
- **Freelance Content Writer** – Raysoft Pvt. Ltd., Innovate Search Company, Govche.com - Produced content for diverse audiences and marketing platforms.
- **The Hindu** – Reporter, Sub-Editor, and Layout Designer
- **Venus Ad Films** – Assisted in ad film direction and production

Achievements:

Workshops /Seminars/Conferences:

Achievements and Awards:

Academic / Professional Membership:

Please send in your latest PASSPORT SIZE photograph.