**Department of Visual Communication**
**Journal Publications & Conference Proceedings**

**Papers Published in International and National Journals**

| S.No | Author | Title of Paper | Name of the Journal | Year of Publication | Vol.No/issue no | Page Nos | ISSN |
|---|---|---|---|---|---|---|---|
| **1.** | Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari | A study of the Mobile Phone Usage and Preferences on m Health among the Expectant Mothers | Global Journal for Research Analysis | June 2016, | Vol. 5, Issue 6, | Pages 36-37 | ISSN 2277-8160 |
| **2.** | Dr. E.Indira, Dr. P.E.Thomas Dr. M. SriHari | Mobilising Healthcare through Mobile Phones: A systematic review of m Health projects in India | Indian Journal of Applied Research | 2017 | Vol. 7, Issue 8, | | ISSN No. 2249-555X |
| **3.** | Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari | Mobile Text Messages – A Silent Revolution For A Sound Antenatal Care | Indian Journal of Public Health Research & Development | 2017 | Volume 8, Issue 4, | Pgs. 563-56 | ISSN No. 0976-0265 |
| **4.** | Dr. E.Indira, | Designing for Social Media Advertising – A New Beginning | Asian Journal of Multidimensional Research | February 2018 | Vol 7, Issue 2, x Spl 3, | Pgs. 112-11 | ISSN No. 2278-4853 |
| **5.** | Dr.V.Jayashree | Innovation for Arts in Education: Enhancing Identity and Communitarian Interest | Journal of Asian Multidimensional Research (AJMR) Published by Trans Asian Research Journal | 2018 | Vol.7, Issue 2 | p. 860-862 | ISSN:2278-4853 Impact Factor: SJIF = 4.708 UGC. approval no. 47638. |
| **6.** | Dr.V.Jayashree | The Roots of Jainism and Community Based Tourism in Tamil Nadu | International of Hospitality Business and Research | 2018 | Vol.8, No.2 | p. 68-82 | ISSN No. 0976-7789 |
| **7.** | Dr.V.Jayashree | To See and to be Seen: An attempt to Understand Gender Representations in Virtual Image | Asian Journal of Multi-dimensional Research | 2019 | Vol 8, Spl Issue 1 | p. 290-296 | ISSN: 2278-4853 Impact Factor: SJIF |

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| **8.** | Dr.V.Jayashree | The Digital Subject: Digital Media Platforms and Changing Viewership patterns | International Journal for Management and Social Sciences | 2019 | Vol.8, Issue 2.1 | p. 15-18 | ISSN No. 2249-019 UGC Journal no. 63251. |
| **9.** | Dr.V.Jayashree | City in Jaina Literature (Tamil) | Ayutha ezhuthu - International Tamil Journal | 2019 | Special Volume | p. 45-46 | ISSN No. 2278-7550 , UGC Journal No. 42330. |
| **10.** | Mrs.V.Ezhilarasi | Portrayal of Transgender in Tamil cinema – A comparative study. | International Journal of Research and Analytical Review | 2019 | Vol No 06/issue no 02 | 95-101 | 2349 – 5138<br><br>2348 - 1269 |
| **11.** | Dr. E.Indira, | New Age Learning. An exploratory study on the mobile readiness for m learning among the college students in Coimbatore, India | Research Highlights | 2019 | Vol.30, No.2 | | ISSN No: 2231-2374 |
| **12.** | Dr.V.Jayashree | Studying the impact of Social Media and Mediatisation and Cyber- Psychology of Youngsters | The International Journal of Indian Psychology | 2020 | Volume 8, Issue 2 | p. 165-169 | ISSN 2348-5396 (Online) ISSN: 2349-3429 (Print) |
| **13.** | Dr. V. Jayashree | Conflict, Ethnicity and Social Media: Legacy of State and Sovereignty in Family Man | Kalyan Bharati | 2021 | Volume – 24, No.8(III) | 79-82 | ISSN No. 0976-0822 |
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| **15.** | Dr. E.Indira, G.Kasthuri | Learning through Smartphones-In the Crossroads of Digital Revolution | IT in Industry | June 2021 | Vol-9,No2 | P.1476-1486 | ISBN-2204-0595 ISSN-2203-1731 |