

Dr Kannan Subramani

Assistant Professor

Central Institute of Educational Technology (CIET)

National Council of Educational Research and Training (NCERT)

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AREAS OF SPECIALISATION

This is where I really shine: in creative multimedia production. I provide end-to-end training for stakeholders, including students. My expertise lies in non-linear editing with tools like Avid, Final Cut Pro, Adobe Premiere Pro. I've also worked on image manipulation projects in Adobe Photoshop, Unity, and Aero for AR/VR, DSLR photography, VR photography, and 360 filmmaking. When it comes to scripting, I use Celtx and Final Draft. Vector graphic design software by CorelDraw and Inkscape is something else I teach. I use SketchUp Pro for architectural design and Maya, Blender, and Character Creator for 3D modelling.

EDUCATION

2014 [PhD Journalism and Mass Communication](#)

Periyar University Salem Tamilnadu

2008 [Mphil Journalism and Mass Communication](#)

Madurai Kamaraj University Madurai Tamilnadu

2012 [MA Journalism and Mass Communication](#)

Periyar University Salem Tamilnadu

2004 [Msc Electronic Media \(Edu\)](#)

Bharathiar University Coimbatore Tamilnadu

2002 [Bsc Electronics](#)

Sri Rama Krishna Mission Vidyalaya College of Arts and Science Coimbatore Tamilnadu

EXPERIENCE

2004 - 2005 [Non-Linear Editor](#) Chennai Tamilnadu

2005 - 2007 [Lecturer](#) [Visual Communication](#) Tanjore Tamilnadu

2007 - 2008 [Animator & Composer](#) Chennai Tamilnadu

2008 - 2010 [Lecturer](#) [Visual Communication](#) Coimbatore Tamilnadu

2014 – January 2024 [Assistant Professor](#) [Media Studies](#) Christ University Bengaluru Karnataka

2024 (March)– Till date [Assistant Professor at CIET](#) NCERT New Delhi

MULTIMEDIA PROFESSIONAL

**2009 Professional in
Maya Software**

ATOM Multimedia Adobe
Certified Trainer

I Class
Coimbatore

Tamilnadu

RESEARCH GUIDANCE

Mphil Journalism and Mass Communication

LIS T OF PUBLICATIONS

2009 Effectiveness of Animated Characters in Television Commercials

Mass Communication-Art of Advertisement ISBN 9788190747318

2010 Education, Employment and Empowerment

The Journal of Media Studies National Level ISSN 09740384
Volume 1 Issue 1

2012 Role of Children in Family Purchase Decision Making

MassCommunicator International Level Volume 6 Issue 3 ISSN 09739688

**2014 Depiction of Indian Cultural Values in Popular Cartoon Program "Chhota Bheem"
- A Content Analysis**

Global Journal for Research Analysis International Level Volume 3 Issue
4 ISSN 22778160 Impact Factor 1.5408

**2014 Analysis on Indigenous Cultural Practices followed by the Children in their day to
day life**

Indian Journal of Current Research International Level Volume 1 Issue 3 ISSN 23479213

2014 Educational Satellite Programme Needs Fresh Life

Communication Today National Level ISSN 0975217X

2014 Cultural Constructs in Popular Cartoon Programs - A Content Analysis

International Journal of Research in Engineering and Social Sciences
International Level Volume 6 Issue 5 ISSN
22499482 Impact Factor 6.301

**2016 Awareness and Perception of Health Issues Related to Electronic Communication
Gadgets**

Among Christ University Students

Seed Money Project (Level 1)

University Funded Project

2017 Understanding Emoticons: Perception and Usage of Emoticons in WhatsApp

Artha Journal of Social Sciences National Level ISSN 0975-329X

<https://doi:10.12724>

2018 Communication Through social media: The Perspective of Teenage Students

Social Traces Digital Electronic Communication Conference Proceedings
University Le Havre Normandie France

2018 Awareness and Perception of Health Issues related to the Use of Electronic Communication Gadgets Among Christ University Students

CENTER FOR RESEARCH CHRIST UNIVERISTY Amount: 20,000Rs
Issue Editor and Author Working paper Publication

2019 The Role of social media During Crisis Situation: A Case Study on Kerala Flood

Proceedings of ASAR International Conference Conference Proceedings
International Level ISSN 978-93-89469-15-8

2019 Depiction of Beauty in Indian Television Advertisements of Cosmetics and Its Perception

Among College Girls

International Journal of Research and Analytical Reviews ISSN 2349- 5138
UGC CARE Vol: 6 International Refereed

2019 The Role of Hegemony in Select News Stories in Western Broadcast Media

International Journal of Research and Analytical Reviews ISSN 2348- 1269
UGC CARE Vol: 6 International Refereed

2019 Representation of Odiyan Community in the Malayalam Film: Odiyan

International Journal of Research and Analytical Reviews ISSN 2349- 5138
UGC CARE Vol: 6 International Refereed

2020 Change in the Portrayal of Women in Select Indian TV Advertisements – A Multidimensional Approach

Test Engineering and Management ISSN 0193- 4120
Scopus Indexed Journal Vol: 82 SJR :0.1 International Refereed

2021 The Comparison Perception of Undergraduate Facebook User About Boardgame

Proceedings of the International Conference Conference Proceedings
International Level Thailand NIC – HUS

2023 Nostalgic Appeal in Paper Boat Advertisements: Consumer Centricity and Instagram Presence

Humanities and Social Science Studies
UGC CARE Vol: 1 Issue :7 ISSN 2319-829X

2023 Gender Role Constructs of Boys and Girls in Television Commercials Aimed at Children – A Comparative Analysis

ShodhKosh Research Journal
UGC CARE Vol: 4 Issue :1 ISSN (Online): 2582-7472

2023 Does The Empathy Machine Make Journalism Students Compassionate? : An Empirical Study

ShodhKosh Research Journal
UGC CARE Vol: 4 Issue :1 ISSN (Online): 2582-7472

2024 STUDENTS' ENGAGEMENT WITH SOCIAL MEDIA REELS: SCOPE FOR NEWS OUTLETS

ShodhKosh Research Journal ISSN (Online): 2582-7472
UGC CARE Vol: 5 Issue :1

CONFERENCES / SEMINARS / WORKSHOPS

2024 Sports Broadcasting: Past, Present, Future.

2-Day International Conference on Evolution of Journalism.
Trivandrum, India

2023 Does The Empathy Machine Make Journalism Students Compassionate? : An Empirical Study

International Symposium on Media and Education Research ISMER Kochi

2023 Gender Role Constructs of Boys and Girls in Television Commercials Aimed at Children – A Comparative Analysis

International Symposium on Media and Education Research ISMER Kochi

2023 Nostalgic Appeal in Paper Boat Advertisements: Consumer Centricity and Instagram Presence

SRM Institute of Science and Technology International Level Chennai

2022 Private and Public Spaces(places) in the age of Social Media: Changing Perspectives

International Research Forum International Level Mumbai

2022 Students Engagement with Social Media Reels: Scope for the News Outlets

International Research Forum International Level Mumbai

2021 The Boardgame Perception in Graduate School Level People on Facebook

- 2019** **Is Placard Journalism Misleading People? An Ethical Perspective**
CHRIST University National Conference
- 2019** **The Role of social media during Crisis Situation: A Case Study on Kerala Food**
Asian Society for Academic Research International Conference
- 2018** **Communication through Social Media: The Perspective of Teenage Students with Dyslexia**
University of Le Havre France International Conference
- 2016** **Cultural Constructs in Popular Cartoon Programs**
Manipal University Manipal National Conference
- 2016** **Students' Awareness and Perception of Health Issues through Electronic Communication Gadgets**
Indian Institute of Technology Kashipur Uttarakhand National Level Conference
- 2015** **Shortfilm Making Course**
Vibha Charitable Trust & Christ University Bengaluru Karnataka
- 2014** **Analysis on Indigenous Cultural Practices**
Bon Secours College for Women Tanjore International Level Conference
- 2014** **Understanding of Scientific and Technical Book Writing Skills**
CRC Press Editorial Workshop Christ University
- 2014** **Script Writing**
Workshop Periyar University Salem Tamilnadu
- 2011** **Qualitative Research : Theory and Applications**
Center for Social Studies South Gujarat University National Level Workshop
- 2011** **Trends in Advertising**
Workshop Periyar University Salem Tamilnadu
- 2011** **Research Methodology for Research Scholars**
Pondicherry University Pondicherry
- 2010** **Role of Children in Family Purchase Decision Making**

DOE SV University Tirupathi Andra pradesh National Level Conference

2010 DTH - A Socio-technological Perspective

Pondicherry University National Level Seminar

2010 Educational Satellite Programme Functional or Dormant?

Manonmaniam Sundaranar University Tirunelveli National Level Conference

2009 Effectiveness of Animated Characters in TV Commercials

Advertisement&PR Puducherry Communicators Forum National Level Seminar

2009 ICT and Women Empowerment

Manonmaniam Sundaranar University Tirunelveli International Level Conference

2009 A Study on Mobile Phone Use among Undergraduate Students

Loyola College & GCRA Chennai International Level Conference

2008 Defining Parameters for Promoting Quality in Higher Education

Rathinam College of Arts and Science Coimbatore Tamilnadu