

Name : Mr. T. J. Raju
Staff Id : RCAS00743
Designation : Dean, Student Affairs & Assistant Professor
Department : Visual Communication
Experience : 10+ Years
Qualification : MJMC., Ph.D., (Pursuing)
Specialization: Script Writing, Communication,
 Film Making, Television Production



ACADEMICS

Degree	Branch	Institution / University	Year of Completion
M.A.	Communication and Journalism	Manonmaniam Sundaranar University, Tirunelveli	2013
B.Sc.	Communication	Apollo Arts & Science College (University Of Madras)	2011

RESEARCH AND PUBLICATIONS

Journal Publications

T. J. Raju, “An Analytical Study on the Impact of Chotta Bheem among Children (Aggressive Behavior).” in Research Innovator: International Multidisciplinary Peer-Reviewed Journal (2016) ISSN 2395-4744.

T. J. Raju, “The Basic Structure of Student Classroom Speaking Activity.” in Roots – International Journal of Multidisciplinary Research (2018) ISSN 2349-8684.

T. J. Raju, “Impact of Community Radio in Empowering Women in Coimbatore Region.” in International Education and Research Journal (IERJ) (2019) ISSN 2454-9916.

T. J. Raju, “The Emergence of Women through the ‘Me Too Movement’.” in Think India Journal (2019) ISSN 0971-1260.

T. J. Raju, “An Approach of Analysing Mental Health among the Population: With Respect to COVID-19.” in International Journal of Advanced Research in Engineering and Technology (IJARET) (2019) Print ISSN 0976-6480, Online ISSN 0976-6499.

T. J. Raju, “Impact of Online Gaming among Youth – A Sociological Approach.” in Anvesak – A Bi-annual Journal (2021) ISSN 0378-4568.

T. J. Raju, "Impact of Social Media among Youth: A Sociological Approach with respect to TikTok Application." in Shodhsamhita (2022) ISSN 2277-7067.

T. J. Raju, "Content Analysis on Portrayal of Female Characters in Tamil Film." in Journal of the Asiatic Society of Mumbai (2022) ISSN 0972-0766.

T. J. Raju, "Analysis of the Usage of Instagram as a Marketing Tool and Its Pros and Cons." in Anvesak – A Bi-annual Journal (2022) ISSN 0378-4568.

T. J. Raju, "A Study on Online Gaming & Its Impact among Youth in Coimbatore." in NIU International Journal of Human Rights (2022) ISSN 2394-0298.

T. J. Raju, "The Study of the Digital Marketing on Youth's Online Buying Attitudes." in International Journal of Humanities, Law and Social Sciences (2022) ISSN 2348-8301, Vol. IX, Issue II(F).

T. J. Raju, "Study on the Impact of YouTube on Students' Academic Success." in Education and Society (शिक्षण आशण समाज) (Jan–Mar 2023) ISSN 2278-6864, IF=6.718, Vol. 47, Issue 01, No. 02.

T. J. Raju, "Impact of Various Digital Media among School Students." in Journal of the Oriental Institute, M.S. University of Baroda (Jan–Mar 2023) ISSN 0030-5324.

T. J. Raju, "Studying the Impact of the World's Best Films Reflection in Tamil Cinema." in Education and Society (शिक्षण आशण समाज) (Apr–Jun 2023) ISSN 2278-6864, IF=6.718, Vol. 47, Issue 01, No. 02.

T. J. Raju, "The Social Effects of Indian Cinema from the Screen to the Real World." in Education and Society (शिक्षण आशण समाज) (Apr–Jun 2023) ISSN 2278-6864, IF=6.718, Vol. 47, Issue 01, No. 02.

T. J. Raju, "Significance of Social Media as the Most Effective Marketing Tool." in Education and Society (शिक्षण आशण समाज) (Apr–Jun 2023) ISSN 2278-6864, IF=6.718, Vol. 47, Issue 01, No. 02.

T. J. Raju, "Effects & Challenges of Using Social Media among Youth Population in India." in Journal of the Asiatic Society of Mumbai (Apr–Jun 2023) ISSN 0972-0766, Vol. XCVI, No. 15.

T. J. Raju, "Analysis of the Problems of Media Education and Digital Media." in Journal of the Asiatic Society of Mumbai (Apr–Jun 2023) ISSN 0972-0766, Vol. XCVI, No. 15.

PRESENTATIONS

	State Level	National	International
Conference	-	1	1
Seminar	-	1	-

PARTICIPATION

	State Level	National	International
Conference	-	1	6
Seminar	32	24	15
Workshop	5	6	-
FDP/PDP	10	7	-

CONSULTANCY

Nature of Consultancy	Client	Amount	Status
Demonstration Advertisement Film	Aqua Excel	Rs. 10,000	Completed
Industrial Advertisement Film	Excel Plast	Rs. 25,000	Completed
Digital Marketing	Repute Digital Marketing Agency	Rs. 90,000	Completed

MEMBERS IN BOS/ EDITORIALS/ PROFESSIONAL BODIES

Nature of the job/ assignments	Positions if any	Associating Agency(University, Autonomous Institutions, Boards, Pvt. Bodies,etc.)	Total years of Experience
Distance Education B.Sc., Visual Communication Coordinator	Distance Education Coordinator	Bharathiar University Distance Education	10 Years

AWARDS, HONORS AND RECOGNITION

Awards / Honors / Recognition	Agency / Institution	Year of Award
Best Faculty Award – Aram Virudhugal	Aram Virudhugal	2025
Most Liked Movie Award (Audience Category) – “Jannal” (Executive Producer)	National Short Film Festival – Kinewood	2024

Award for Social Awareness – Government High School, Marapalam	Government High School, Marapalam	2023
Meritorious Work – Awareness Program on Child Abuse	Marapalam Government High School	2023
Best Faculty Award – Kalam Awards, Magilchi FM – KG Groups	KG Groups – Magilchi FM	2023
Best Faculty Award – “Nethein Kural” Voice of Justice	Nethein Kural – Voice of Justice	2022
Best Faculty Award	Rathinam Groups	2022
Dynamic Professor in Mass Communication & Journalism	National Foundation for Entrepreneurship Development (NFED)	2021
National Education Day – Excellence Award for Education	National Education Day Committee	2020
Dynamic Professor of the Year – Education Excellence Award	Education Excellence Awards – New Delhi	2020
Teacher’s Day Honour Award	St. Joseph Diocese, Podanur	2019
Recognition Award	Coimbatore Vizha	2019
Honour Award – Awareness Program on Railway Safety	Southern Railway Police Department, Tamil Nadu	2018
Certificate for Meritorious Work	Southern Railways	2018
Go Green – Eco-Friendly Diwali Award	Coimbatore	2017
Event Coordinator – Coimbatore Women Achievers Awards	Coimbatore Women Achievers Awards	2017
Special Senate Recognition Award – Coordinator, Star Singer	Senate Committee	2016
Go Green – Eco-Friendly Diwali Award	Coimbatore	2016
Best Event Coordinator Award – Feather International Women’s Fest	Feather International Women’s Fest	2015
Certificate of Appreciation – “The Leaf”	Larsen & Toubro – PSA	2015