

Name : Mrs. Divya A
Staff Id : RCAS04047
Designation : Assistant Professor
Department : Viscom
Experience : 9 Years
Qualification : MJMC., (Ph.D)
Specialization: Graphic Designing , Advertising , Photography
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ACADEMICS

Degree	Branch	Institution / University	Year of Completion
Ph.D	Visual Communication	Kalasalingam University, Krishnankoil, Virudhunagar	Pursuing
M.J.M.C	Journalism and Mass Communication	Rathinam college of Arts and Science, Coimbatore	2016
B.Sc	Visual Communication	Rathinam college of Arts and Science, Coimbatore	2014

RESEARCH AND PUBLICATIONS

Journal Publications

- Ms.Divya A. “The Impact of Using Facebook for Interpersonal Friendship” in the International Journal of Emerging Trends in Science and Technology. (Impact Factor:4.219).
- Ms.Divya A, “Female Undergraduate students’ Perceptions of the portrayal of women in promotion.” in international journal of Research and Analytical Reviews. (2019) E-ISSN 2348-1269, P-ISSN 2349-5138(Impact Factor:5.75).
- Ms.Divya A, “Examining the multifaceted effects and implications of utilising Instagram as a platform for nurturing and deepening interpersonal friendships in the digital age “in Commun. Optim. Theory (2024): 29.
- Ms.Divya A, An analysis of Tamil cinema’s female leads, with special attention to the Ponnaiyin Selvan film, in Journal of Media and Communication © Department of Media and Communication, School of Communication, Central University of Tamil Nadu, Thiruvavur, India, ISSN: 2581-513X. Volume: 3 Issue: 2 Period: April 2024 Pages: 33-41.

- Divya A, Audience Engagement and Perceptions: Special Reference to Stardom Actors in Cinema, in Atna- Journal of Tourism Studies 2024, Vol 19, No.2, 185-193 ISSN: 0975-3281.
- Divya A, Artificial intelligence in media business management in Apeejay Journal of Management & Technology Vol. 12, Number 2, Jan-Jun 2024, 1-23.

Book Chapters

- Divya A, Visual culture and contemporary cinema – Kantara, in the book Culture Through Language and Literature
- Divya A, Digital Culture's Effect on Language and Literature in the book Culture Through Language and Literature
- Divya A & Athreya, K. "Beyond the Page: The Transformation of Poetry in Digital Spaces" Verse and Vision: A Creative Tapestry of English Literature. Wordswiggles Publication, 2025, pp. 138-145. ISBN 978-93-49-49-882-52-2.
- Athreya, K & Divya A. "Between the Lines: The Story of Us All." Echoes of Literary Mind, Wordswiggles Publication, 2025, pp. 141-146. ISBN 978-93-49-49-882-52-2.
- Divya A & Athreya, K. "Literature and Visual Communication: Unlocking the Power of Story" Echoes of Literary Mind, Wordswiggles Publication, 2025, pp. 206-210. ISBN 978-93-49-49-882-52-2.

Proceedings

- Divya A, ICSSR Sponsored one-day National Seminar on Shaping Narratives Organised by the Department of Viscom, PSG CAS, Cbe,
- Divya A, Two-day International Conference on Opportunities and Challenges in Business Management organised by Management Studies, Nadar Saraswathi CAS, Theni.
- Divya A, Two-day International Conference on Information Science, Management Research & Social Science organised by AJK CAS, CBE.
- Divya A, International Conference on Impact on E-Commerce, Accounting and Finance Organized by the Department of Commerce, Rathinam CAS, Cbe.
- Divya A, International Conference on Impact on E-Commerce, Accounting and Finance, Organized by the Department of Commerce, Rathinam CAS, Cbe

PRESENTATIONS

	State Level	National	International
Conference	10	15	6
Seminar	7	12	4

PARTICIPATION

	State Level	National	International
Conference	4	6	5
Seminar	8	8	5
Workshop	9	5	6
Orientation	2	2	2

FDP/PDP

State Level	National	International
20	7	10

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Innovation Ambassador	Institution Innovation Council	2022
Golden Gurus Award	GRT Jewellers	2025