Name   **: Sri Jaya Durga R D**

Staff ID   **: RCAS04999**

Designation   **: Assistant Professor**

Department   **: Visual Communication and E-Media**

Experience   **: 1 Year and 5 Months**

Qualification : M.A., with NET

Specialization: Journalism and Mass Communication

Mail ID   **: jayadurga.viscom@rathinam.in**

ACADEMICS

Degree	Branch	Institution / University	Year of Completion
B.Sc.,	Visual Communication	Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore	2021
M.A.,	Journalism and Mass Communication	Bharathiar University, Coimbatore	2023
NET	Journalism and Mass Communication	UGC	2023

RESEARCH AND PUBLICATIONS

Book Chapters

- Sri Jaya Durga R D, Digital Narratives and Cyberculture: New Forms of Storytelling in the Age of the Internet (Intersecting Realms: Culture and Literature in Dialogue)

Proceedings

- Sri Jaya Durga R D, Cinematic Language in Digital Media: How Film Aesthetics Influence Online Content (LIMFA)

PRESENTATIONS

	State Level	National	International
Conference	-	-	1

PARTICIPATION

	State Level	National	International
Conference	-	-	1
Workshop	5	-	1
Orientation	-	1	-
FDP/PDP	2	-	3

AWARDS, HONORS AND RECOGNITION

Awards / Honors /Recognition	Agency / Institution	Year of Award
Golden Gurus	GRT Jewelers	2025