

CURRICULUM VITAE

1) Name: Dr. Mallika Vijaya Kumar Date of Birth : 10/06/1969
2) Designation: Assistant Professor, KITS. Digital Sciences Department.
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4) Academic Qualifications:
a) Ph.D. in Communication and Media Studies 2015. Bharathiar University, Coimbatore, Tamil Nadu, India.
b) Master of Arts in Communication (First Class), 1994. University of Hyderabad, Hyderabad, Andhra Pradesh / Telangana, India
c) Pass in SLET Year 2000.
d) Professional Experience: Total: 22 Years
e) Industrial Experience: Total: 07 Years.
5) Major Publications:
Year 2019
Humour Discourse in Internet Memes: An Aid in ESL Classrooms. Asia Pacific Media Educator. 29. 1326365X1984202. 10.1177/1326365X19842023.
Year 2010
“Youth and Net Chatting. Impression Management in Textual Instant Messaging Chat.” Pages 19 to 27 in <i>Journal of Global Communications</i> . Vol.3, No.1, Jan-June 2010. ISSN: 0974-0600.
Book Chapters (International)
Year 2013
“Anonymity and Online Interactions- A thematic (Dramaturgical) Perspective”, Pages 232 to 245 in <i>The Virtual transformation of the Public Sphere</i> . Gaurav Desai (Ed). New Delhi: Routledge. ISBN: 978-0-415-81171-2 (International)
Visits Abroad:
Visited Singapore, Presented paper at International Conference on Technology and Culture: Communication Connectors and Dividers at 19 th Asian Media Information and Communication Centre (AMIC), Singapore
Visited Kuala Lumpur Malaysia, Presented paper at GLOBED International Conference November 12&13, 2018.
Collaborations:
Ph.D. Research Project Scholar, Mr. B. Sujeevan is working along with research scientists from Fishing Cat Conservancy, Arizona, USA
Research Guidance:
1) M.Phil Completed Ms. Amy Paul -2019.
2) PhD Synopsis submitted Mr. K. Surendheran -2021.
3) Ongoing PhD- 3.
4) New Registrations-3.