

**Department of Visual Communication**  
**Journal Publications & Conference Proceedings**

**Papers Published in International and National Journals**

S.No	Author(s)	Title of Paper	Name of the Journal	Year of Publication	Vol.No/issue no	Page Nos	ISSN
1.	Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari	A study of the Mobile Phone Usage and Preferences on m Health among the Expectant Mothers	Global Journal for Research Analysis,	June 2016,	Vol. 5, Issue 6,	Pages 36-37	ISSN 2277-8160
2.	Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari	Mobilising Healthcare through Mobile Phones: A systematic review of m Health projects in India	Indian Journal of Applied Research	2017	Vol. 7, Issue 8,		ISSN No. 2249-555X
3.	Dr. E.Indira, Dr. P.E. Thomas Dr. M. SriHari	Mobile Text Messages – A Silent Revolution For A Sound Antenatal Care	Indian Journal of Public Health Research & Development	2017	Volume 8, Issue 4,	Pgs. 563-569	ISSN No. 0976-0265
4.	Dr. E.Indira,	Designing for Social Media Advertising – A New Beginning	Asian Journal of Multidimensional Research	February 2018	Vol 7, Issue 2, x Spl 3,	Pgs. 112-115	ISSN No. 2278-4853

S.No	Author	Title of Paper	Name of the Journal	Year of Publication	Vol.No/issue no	Page Nos	ISSN
2.	Dr.V.Jayashree	Innovation for Arts in Education: Enhancing Identity and Communitarian Interest	Journal of Asian Multidimensional Research (AJMR) Published by Trans Asian Research Journal	2018	Vol.7, Issue 2	p. 860-862	ISSN:2278-4853 Impact Factor: SJIF = 4.708 UGC approval no. 47638.
3.	Dr.V.Jayashree	The Roots of Jainism and Community Based Tourism in Tamil Nadu	International of Hospitality Business and Research	2018	Vol.8, No.2	p. 68-82	ISSN No. 0976-7789
	Dr. E.Indira,	New Age Learning. An exploratory study on the mobile readiness for m learning among the college students in Coimbatore, India	Research Highlights	2019	Vol.30, No.2		ISSN No: 2231-2374
4.	Dr.V.Jayashree	To See and to be Seen: An attempt to Understand Gender Representations in Virtual Image	Asian Journal of Multi-dimensional Research	2019	Vol 8, Spl Issue 1	p. 290-296	ISSN: 2278-4853 Impact Factor: SJIF 2018 = 6.053 UGC approval no. 47638.
5.	Dr.V.Jayashree	The Digital Subject: Digital Media Platforms and Changing Viewership patterns	International Journal for Management and Social Sciences	2019	Vol.8, Issue 2.1	p. 15-18	ISSN No. 2249-019 UGC Journal no. 63251.
6.	Dr.V.Jayashree	City in Jaina Literature (Tamil)	Ayutha ezhuthu - International Tamil Journal	2019	Special Volume	p. 45-46	ISSN No. 2278-7550 , UGC Journal No. 42330.

	Mrs.V.Ezhilarasi	Portrayal of Transgender in Tamil cinema – A comparative study.	International Journal of Research and Analytical Review	2019	Vol No 06/issue no 02	95-101	2349 – 5138 2348 - 1269
7.	Dr.V.Jayashree	Studying the impact of Social Media and Mediatiation and Cyber- Psychology of Youngsters	The International Journal of Indian Psychology	2020	Volume 8, Issue 2	p. 165-169	ISSN 2348-5396 (Online)   ISSN: 2349-3429 (Print)