

PRIYA PALANIMURUGAN

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CAREER OBJECTIVES

To become a dedicated professional in the field of Visual Communication, applying the knowledge gained during my academic journey and practical experience to contribute creatively and effectively to media, design, and communication industries. I aim to utilize my skills to innovate and inspire through visual storytelling and educational engagement.

ACADEMIC PROFILE

COURSE	INSTITUTE	BOARD/UNIVERSITY	YEAR	PERCENTAGE
Ph.D. VISCOM	Meenakshi Academy of Higher Education and Research	Meenakshi University	2023	-
M.Sc VISCOM	Vels Institute of Science, Technology & Advanced Studies	Vels University	2022	92%
B.Sc VISCOM	Apollo Arts & Science College	Madras University	2020	85%
HSC	Singaram pillai girls Higher Sec School	State board	2017	55%
SSLC	Singaram pillai girls Higher Sec School	State board	2015	75%

KNOWLEDGE KEY SKILLS

- ❖ Proficiency in Ms Excel , Word & Power point
- ❖ Corel draw
- ❖ Photoshop
- ❖ Flash
- ❖ Maya (basic)
- ❖ Mobile photography
- ❖ Type Writing lower& higher (English) - First class
- ❖ Type Writing lower& higher (Tamil) - First class
- ❖ Rashtrabhasha (Hindi)
- ❖ Script writing
- ❖ Directed and acted in a short film titled "Kann ethiril vaa"
- ❖ Campaign strategies
- ❖ Colour grading
- ❖ Story board
- ❖ 3D Modelling and Texturing With Blender
- ❖ Privacy and Security in Online Social Media

WORKING EXPERIENCE

Worked in the show “**Vasool Vettai**” (Star Vijay)

Designation: Assistant Director

- Supervised logistical aspects, coordinated program schedules, assisted with planning, and ensured smooth operations during the gaming show.
- Facilitated communication between departments and supported the Director in executing the event seamlessly.

Worked in “**Velicham TV**”

Designation: Sub Editor

- As a TV Sub Editor at Velicham TV, responsibilities included editing subtitles for accuracy and timing, ensuring compliance with broadcasting standards, collaborating with the production team, and maintaining quality control for on-air content.

Worked at **Meenakshi Academy of Higher Education and Research**

Designation : Assistant professor

- As an Assistant Professor in Visual Communication, my task involves teaching courses, conducting research, mentoring students, developing curriculum, and contributing to academic administration.
- Conducted a webinar on the topic “Process of logo formation” organized by Department of Visual Communication, Faculty of Humanities and Science , **Meenakshi Academy of Higher Education and Research**.

HONOURS AND AWARDS

- இளம் சாதனையாளர் விருது 2025
AWARDED BY: PEOPLE'S LEGAL RIGHTS SOCIAL SERVICE MOVEMENT
- SCRIPT WRITING WORLD RECORD 2025
AWARDED BY: BUCEPHALUS INTERNATIONAL BOOK OF RECORD
- BEST RESEARCHER AWARD 2025
AWARDED BY: INDIAN ICON AWARD

SUBJECTS HANDELLED:

- Basics of journalism
- Media, Culture and Society
- Graphic design-1[Practical]
- Drawing[Practical]
- Film Studies
- Television Production
- Media organization
- Computer Graphics - I[Practical]
- Graphic Design II - [Practical]
- Advertising and Public Relations.
- Photography - [Practical]
- Computer Graphics - II[Practical]
- Advanced Photography - [Practical]
- Editing - Audio and Video - [Practical]
- 2D Animation - [Practical]
- 3D Animation - [Practical]
- Value education

STRENGTHS

- Self confidence & hardworking.
- Strong interpersonal and communication skill.
- Patience
- Willing to learn and adapt to opportunities and challengers.

PUBLICATIONS

1. Love, Likes, and Life after Marriage: Social Media's Role in Women's Psychological Freedom and Health Journal of Rare Cardiovascular Diseases , Vol. (2025) , pp. 21
2. AI and Script Analysis: Detecting Gender Bias in Women-Centric Narratives in Tamil Cinema Journal of Rare Cardiovascular Diseases , Vol. (2025) , pp. 43
3. Embodied Realism and Mirror Neurons: Psychological Mechanisms of Empathy with Female Characters in Tamil Parallel Cinema Journal of Rare Cardiovascular Diseases , Vol. (2025) , pp. 19

4. Cultural Memory, Nostalgia, and Intergenerational Dissonance: Gen Z's Psychological Negotiation of Women's Realism in Balu Mahendra's Cinema
Journal of Rare Cardiovascular Diseases , Vol. (2025) , pp. 44
5. Animation art based on Tamil folk tales and myths. தமிழ்மணம் சர்வததசத் தமிழ் ஆய்விதழ் , Vol. 7 (2025) , pp. 96-108
6. The Rise of AI in Journalism: Automation, Ethics, and Personalization in News Media, Vol. 7 (2025) , pp.
7. "Artificial Intelligence as a Co-Creative Tool for Writing Screenplays"
, Vol. Vol. 2 Issue (2025) , pp. 14-27
8. அவள் தான் மாற்றத்தின் ஆரம்பம்: எதிர்காலத்திற்கு ஓர் வழிகாட்டி, Vol. (2025) , pp. 60
9. தமிழ்த் திரைப்படங்களின் இளைஞர்களின் மதிப்பீடுகள் மற்றும் சமூகப் பழக்கவழக்கங்களில் ஏற்படுத்தும் பாதிப்பு தமிழ்மணம் சர்வததசத் தமிழ் ஆய்விதழ் , Vol. 2 (2025) , pp. 935
10. "REPRESENTATION OF TRADITIONAL VS. MODERN WOMEN IN BALU MAHENDRA'S FILMS" International Journal of Progressive Research in Engineering Management and Science , Vol. Volume 05, Issue 02, February 2025 (2025) , pp. 569-576
11. "PORTRAYAL OF MENTAL HEALTH ISSUES AMONG WOMEN IN BALU MAHENDRA'S FILMS" International Journal of Progressive Research in Engineering Management and Science , Vol. Volume 05, Issue 02, February 2025 (2025) , pp. 562-568
12. A Cross-Cultural Analysis of Film and Television Ratings: Exploring Factors Influencing Indian Movie Ratings versus Korean Drama Ratings International Research Journal of Engineering and Technology (IRJET) , Vol. 12 (2025) , pp. 461-469
13. Effect of Daily Mindful Selfie Observation on Young Adults' Self-esteem, Happiness and Mental Well-being The International Journal of Indian Psychology , Vol. 13 (2025) , pp. 3102-3109
14. THE IMPACT OF TECHNOLOGY ON CINEMATIC STORYTELLING IRE Journals , Vol. VOLUME 7 ISSUE (2024) , pp.
15. Daily Success Planner Daily Success Planner , Vol. (2024) , pp. 133
16. தினசரி திட்டமிடல் குறிப்பேடு "உங்கள் எதிர்காலத்தை உருவாக்குங்கள்", Vol. (2024) , pp. 145 pages
17. Character Depth and Development: Analyzing Balu Mahendra's Approach to Creating Memorable Characters IRJET , Vol. Volume: 10 Issue (2024) , pp. 187-193
18. The Role of Cartoons in Shaping Societal Perceptions a Comprehensive Review IJMER , Vol. 13 (2024) , pp. 94-100
19. Representation of Traditional vs. Modern Women in Balu Mahendra's Films Third International Conference on Recent Advances in Social Sciences, Humanities, Management and Scientific Research 2024 23 rd & 24 , Vol. (2024) , pp.
20. Portrayal of Mental Health Issues Among Women in Balu Mahendra's Films Vol. (2024) , pp.
21. The Evolution of Photography: Technological Advancements, Artistic Trends, and Societal Impact International Research Journal of Engineering and

- Technology (IRJET) , Vol. Volume 11, Issue 09 (2024) , pp. 314-318
22. FILM CRITICISM IN THE DIGITAL AGE: A REVIEW OF ONLINE PLATFORMS
INTERNATIONAL JOURNAL OF PROGRESSIVE RESEARCH IN ENGINEERING
MANAGEMENT AND SCIENCE (IJPREAMS) , Vol. Vol. 04, Issue 09, (2024) , pp.
517-521
23. Navigating the Digital Age Challenges and Strategies for the Future of Print
Journalism ICONIC RESEARCH AND ENGINEERING JOURNALS , Vol. Volume -
08, Special Issue - 33 (2024) , pp. 20-25
24. Determinants of Technology Adoption in Agriculture: A Cross-sectional
Analysis INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN
MULTIDISCIPLINARY FIELD , Vol. Volume - 10,
Special Issue - 48 (2024) , pp. 9-15
25. The Art of Method Acting a Comprehensive Review of Theory and Practice
ICONIC RESEARCH AND ENGINEERING JOURNALS , Vol. Volume 7 (2024) ,
pp. 156-165
26. Challenges and Solutions in Green Screen Post-Production: A Narrative
Review ICONIC RESEARCH AND ENGINEERING JOURNALS , Vol. Volume 7
Issue (2024) , pp. 147-155
27. The Impact of Technology on Cinematic Storytelling
ICONIC RESEARCH AND ENGINEERING JOURNALS, Vol. Volume 7 (2024) , pp.
138-146
28. Effect of Audio-video Material Based Education on Comprehension of
Socially Disadvantaged Children of Tamil Nadu – A Focus Group Analysis.
Shikshan Sanshodhan , Vol. Volume - 6 (2023) , pp. 19
29. Beyond the Silver Screen: A Feminist Film Theory Analysis of Toxic
Masculinity and Femininity in Contemporary Tamil OTT Originals
tamilmnam International Research Journal of Tamil Studies , Vol. 7 (2025) ,
pp. 639
30. The Creative Code: Generative AI and the Transformation of Authorship
In the Screen Industries
Academic Research Journal of Science and Technology (ARJST) , Vol. 2 (2025)
, pp. 38
31. The Creative Code: Generative AI and the Transformation of
Authorship in the Screen Industries Academic Research Journal of Science
and Technology (ARJST) , Vol. 2 (2025) , pp. 38
32. Beyond the Silver Screen: A Feminist Film Theory Analysis of
Toxic Masculinity and Femininity in Contemporary Tamil OTT
Originals tamilmnam International Research Journal of Tamil Studies ,
Vol. 7 (2025) , pp. 639
33. "Psychology of Media Influence: Shaping Thoughts, Behavior and Society"
Cognitive Currents: The Psychology of Media's Role in Social Change , Vol.
(2025) , pp.

Patent

1. 'A System for Biometric Authentication and Self-Healing
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 0000-00-00
2. SELF-HEALING CAMERA BODY
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 0000-00-00
3. A CAMERA WITH PHOTONIC CRYSTALS FOR LOW-LIGHT PERFORMANCE
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 0000-00-00
4. AI- DRIVEN HYPER-ADAPTIVE AUTOFOCUS SYSTEM FOR FOCUS ADJUSTMENTS
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 0000-00-00
5. A CAMERA WITH QUANTUM DOT SENSORS FOR COLOR ACCURACY
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 0000-00-00
6. A SYSTEM FOR SWARM PHOTOGRAPHY
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 0000-00-00
7. A SMART BIOFEEDBACK-RESPONSIVE NATURAL HEALTH FOOD PLATE
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-08-01
8. AN ECO-CONSCIOUS, AI-POWERED MODULAR PRINTMACHINE SYSTEM FOR SUSTAINABLE, PORTABLE AND INTELLIGENT PRINTING
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-09-05
9. A PEDICURE TREATMENT KIT FOR PERFORMING A 5-IN-1 FOOT REVIVAL PEDICURE TREATMENT
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-09-05
- 10.A MOOD-ADAPTIVE SMART NOTEBOOK SYSTEM FOR ENHANCING EMOTIONAL AWARENESS AND PERSONALIZED JOURNALING EXPERIENCES
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-09-12
- 11.A MULTI-FUNCTIONAL WRITING INSTRUMENT
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-10-03
- 12.A SMART WEARABLE SAFETY PIN DEVICE
Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-10-03
- 13.A MODULAR, SHAPE-SHIFTING SCHOOL BAG

Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-10-17

14. AN AUTOMATED HAIR THERAPY CHAIR SYSTEM

Assignee: MEENAKSHI ACADEMY OF HIGHER EDUCATION AND RESEARCH | Published: 2025-10-17

Seminar, Conferences, Workshops, FDP, Webinar, etc., Attended

S.N O	Name of the Workshop, FDP, Seminar , Conferences, etc.,	Name of the sponsoring Agency	Date
1.	Representation of Traditional vs. Modern Women in Balu Mahindra's Films	Third International Conference on Recent Advances in Social Sciences, Humanities, Management and Scientific Research 2024	24 July 2025
2.	Portrayal of Mental Health Issues Among Women in Balu Mahendra's Films	National Conference on Emerging Trends in Health Care and Multidisciplinary Studies (NCETHMS'24),	20th & 21st July 2024
3.	Determinants of Technology Adoption in Agriculture: A Cross-Sectional Analysis	INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD	27 – 28 January, 2024
4.	Effect of Audio-video Material Based Education on Comprehension of Socially Disadvantaged Children of Tamil Nadu – A Focus Group Analysis.	Shikshan Sanshodhan Journal of Arts, Humanities and Social Sciences	16 - 17 December, 2023
5.	Navigating the Digital Age Challenges and Strategies for the Future of Print Journalism	International Conference on Politics, Law and Journalism	10 – 11 February, 2024
6	Certificate of Excellence in	Archives of Current Research International	Nov 14 2025

	Reviewing	Certificate of Excellence in Reviewing	
7.	Reviewing	Web of Science 2 papers	2024
8.	Fdp	Hicas-com ib	27.03.23 to 29.03.23
9.	Sansonows nobel professional foundation	Blooms taxonomy in teaching and learning	16.02.2023
10.	St. Thomas college of arts and science	Fdp The emerging trends in research and teaching technology	26/02/2024 to 01/03/2024

Event Organized

World Theatre Day

The Department of Visual Communication, Faculty of Humanities and Science at MAHER celebrated World Theatre Day on March 27, 2024, with a stage play competition named “Talent Clash.” Organized by Ms. P. Priya, PhD Research Scholar, the event saw enthusiastic participation from various departments and concluded with awards for the winning students.

World PHOTOGRAPHY Day

The Department of Visual Communication, Faculty of Humanities and Science, MAHER, celebrated World Photography Day on 19.08.2023 with a photography event organized by Ms. P. Priya, PhD Research Scholar. Principals, faculties, research scholars, and students participated. The program concluded with certificates and prizes awarded to three winning students.

PERSONAL DETAILS

- Father name : K.Palani Murugan
- Date of birth : 22.05.1999
- Marital status : Single
- Languages known : Tamil, English
- Nationality : Indian
- Religion : Hindu

DECLARATION

I here declare that the information furnishes above is true to the best of my knowledge.

Place:Chennai

Date :17/11/2025

Signature

(P.PRIYA)



