

Curriculum Vitae



Name: Dr Kannan Subramani

Address: Associate Professor, School of Journalism, Mass Communication & New Media, Central University of Himachal Pradesh, India.

Email: kannan@hpcu.ac.in, creative.nsk@gmail.com.

Citizenship: India

Areas of Specialisation

I specialize in creative multimedia production with comprehensive expertise in end-to-end training for stakeholders and students. My core competencies include:

Multimedia Production and Editing

- Non-linear editing: Avid, Adobe Premiere Pro
- Image manipulation: Adobe Photoshop, Canva, Affinity
- DSLR photography, VR photography, and 360° filmmaking, Virtual tours

Immersive Technologies

- Immersive Technologies in Journalism: AR/VR content creation using Unity, Photogrammetry
- Virtual Reality documentary production
- 360-degree video production for social impact storytelling

AI and Educational Technology

- Artificial Intelligence in Education: Development and dissemination of e-content using AI tools
- AI-powered educational content creation
- Integration of AI tools in teacher training and capacity building

Design and 3D Modeling

- Scripting tools: Celtx and Final Draft

- Vector graphics: CorelDraw and Inkscape
- Virtual design: Autodesk Recap Pro
- 3D modeling: Maya, Blender, and Character Creator

Professional Qualifications

2002 BSc Electronics, Sri Rama Krishna Mission Vidyalaya College of Arts and Science, Coimbatore, Tamil Nadu

2004 MSc Electronic Media (Education), Bharathiar University, Coimbatore, Tamil Nadu

2008 MPhil Journalism and Mass Communication, Madurai Kamaraj University, Madurai, Tamil Nadu

2012 MA Journalism and Mass Communication, Periyar University, Salem, Tamil Nadu

2014 PhD Journalism and Mass Communication, Periyar University, Salem, Tamil Nadu

Employment History

2004 - 2005 Non-Linear Video Editor, Chennai, Tamil Nadu

2005 - 2007 Lecturer, Visual Communication, Tanjore, Tamil Nadu

2007 - 2008 Animator & Composer, Chennai, Tamil Nadu

2008 - 2010 Lecturer, Visual Communication, Coimbatore, Tamil Nadu

2014 - January 2024 Assistant Professor, Media Studies, Christ University, Bengaluru, Karnataka

March 2024 - February 2026 Assistant Professor, National Council of Educational Research and Training (NCERT), CIET New Delhi and Regional Institute of Education, SPSR Nellore

February 2026 - Till date Associate Professor, Department of New Media, Central University of Himachal Pradesh, Dharamshala, Himachal Pradesh.

Multimedia Professional Certification

2009 Professional in Maya Software, ATOM Multimedia Adobe Certified Trainer, First Class, Coimbatore, Tamil Nadu

Research Guidance

PG Media and Communication Studies, Christ University, Bangalore

MPhil Journalism and Mass Communication, Christ University, Bangalore

Research Projects

1) Analysis of the Competencies of School Teachers of Rural and Urban Areas in Andhra Pradesh, Tamil Nadu, Telangana, and Puducherry for Effective Utilisation of New-Age ICT Tools (2025- 26)

PAC (Programme Advisory Committee) Project of NCERT

Budget: Rs 10,20,000

2) Awareness and Perception of Health Issues related to the Use of Electronic Communication Gadgets Among Christ University Students (2018)

Center for Research Projects, Christ University

Budget: Rs 20,000

University Funded Project (Seed Money Project)

E-Content Creation

1. Poorvi - NCERT textbook based e-content for class VI (2024)

- Category: E-Content
- Academic Coordinator: Dr Kannan Subramani
- Sub Category: Contribution to development of e-content module in complete course/paper/e-book (at least 1 quadrant)
- Organization: CIET-NCERT
- Subject: English
- Link: <https://www.youtube.com/watch?v=5M6TRoJrFuc>

2. Mridang - NCERT textbook based e-content for class II (2024)

- Category: E-Content
- Academic Coordinator: Dr Kannan Subramani
- Sub Category: Contribution to development of e-content module in complete course/paper/e-book (at least 1 quadrant)
- Organization: CIET-NCERT
- Subject: English

- Link: <https://www.youtube.com/@NCERTOFFICIAL/videos>

Research Interests

- Immersive Technologies (AR/VR) in Journalism Education
- Artificial Intelligence in Education and E-Content Development
- Virtual Reality for Social Impact and Documentary Production
- Social Media and Digital Communication
- Media Representation and Content Analysis
- Educational Technology and Teacher Training
- Children and Media Consumption Patterns
- Advertising and Consumer Behavior

Publications

Authored Book Chapters

1. Kannan, S. (2009). Effectiveness of Animated Characters in TV Commercials. In *Mass Communication: Art of Advertisement*. ISBN 978-81-907473-1-8.
2. Twinkle Sara Jospeh., & Kannan, S. (2025). User-Engaged Critical Thinking Abilities Through 360-Degree Virtual Reality Documentaries. Chapter 23. Emerald Publisher. (Scopus Indexed)

Refereed Journal Articles

3. Kannan, S. (2010). Education, Employment and Empowerment. *The Journal of Media Studies*, 1(1). ISSN 0974-0384.
4. Kannan, S. (2012). Role of Children in Family Purchase Decision Making. *Mass Communicator: International Journal of Communication Studies*, 6(3), 20-24. ISSN 0973-9688.
5. Kannan, S. (2014). Depiction of Indian Cultural Values in the Popular Cartoon Program "Chhota Bheem" - A Content Analysis. *Global Journal for Research Analysis*, 3(4). ISSN 2277-8160. Impact Factor: 1.5408.
6. Kannan, S. (2014). Analysis on Indigenous Cultural Practices Followed by the Children in their day-to-day Life. *Indian Journal of Current Research*, 1(3), 194-201. ISSN 2347-9213.

7. Kannan, S. (2014). Educational Satellite Programme Needs Fresh Life. *Communication Today*, 61-66. ISSN 0975-217X.
8. Anuradha, M., & Kannan, S. (2016). Cultural Constructs in Popular Cartoon Programs - A Content Analysis. *International Journal of Research in Engineering and Social Sciences*, 6(5), 35-49. ISSN 2249-9482. Impact Factor: 5.301.
9. Shreya, & Kannan, S. (2018). Understanding Emoticons: Perception and Usage of Emoticons in WhatsApp. *Artha Journal of Social Sciences*, 16(3), 49-67. ISSN 0975-329X.
10. Sinha, D., & Kannan, S. (2019). The Role of Hegemony in Select News Stories in Western Broadcast Media. *International Journal of Research and Analytical Reviews*, 6(1), 896-901. e-ISSN 2348-1269, Print ISSN 2349-5138. Impact Factor: 4.236.
11. Kannan, S. (2019). Depiction of Beauty in Indian Television Advertisements of Cosmetics and its Perception Among College Girls. *International Journal of Research and Analytical Reviews*, 6(1). e-ISSN 2348-1269, Print ISSN 2349-5138. UGC CARE. Impact Factor: 7.1.
12. Joseph, T. S., & Kannan, S. (2019). Representation of Odiyan Community in the Malayalam Film "Odiyan". *International Journal of Research and Analytical Reviews* (Conference Issue). UGC Approved: 43602. e-ISSN 2348-1269, Print ISSN 2349-5138. pp. 122-128.
13. Chawda, D., & Kannan, S. (2020). Change in Portrayal of Women in Select Indian TV Advertisements - A Multidimensional Approach. *Test Engineering and Management*, 82, 12240-12251. e-ISSN 0193-4120. Scopus Indexed Journal.
14. Spurthi, & Kannan, S. (2023). Nostalgic Appeal in Paper Boat Advertisements: Consumer Centricity and Instagram Presence. *Humanities and Social Science Studies*, 1(7), 145-158. ISSN 2319-829X. UGC CARE.
15. Anuradha, M., & Kannan, S. (2023). Gender Role Constructs of Boys and Girls in Television Commercials Aimed at Children - A Comparative Analysis. *ShodhKosh Research Journal*, 4(1 SE), 88-98. ISSN (Online) 2582-7472. UGC CARE.
16. Kannan, S., & Anuradha, M. (2023). Does The Empathy Machine Make Journalism Students Compassionate?: An Empirical Study. *ShodhKosh Research Journal*, 4(2 SE), 107-118. ISSN (Online) 2582-7472. UGC CARE.
17. Kannan, S., & Anuradha, M. (2024). Students' Engagement with Social Media Reels: Scope for News Outlets. *ShodhKosh Research Journal*, 5(1), 30-37. ISSN (Online) 2582-7472. UGC CARE.
18. Joseph, T. K. A., & Kannan, S. (2024). Advertising and Marketing Strategies of Alcohol Brands at BharatGP: Assessing Awareness among Riders and Attendees. *International Research Journal on Advanced Engineering and Management*, 2, 32-37. ISSN 2584-2854.
19. Kannan, S. (2025). Virtual Reality For Social Impact: Exploring The Potential Of A 360-Degree VR Documentary 'The Hidden' Based On Bonded Laborers In India. *International Journal of Creative Research Thoughts*, 13(1), 257-259. ISSN 2320-2882. UGC CARE. DOI: <https://doi.org/10.5281/zenodo.18360178>

Refereed Conference Publications

21. Anuradha, M., & Kannan, S. (2018). Communication through social media: The perspective of Teenage students with dyslexia. In *Conference Proceedings: Social Traces Digital Electronic Communication*, University Le Havre Normandie, France. ISBN 978-2-957005-1-8.
22. Paul, M., & Kannan, S. (2019). The Role of Social Media During Crisis Situation: A Case Study of Kerala Flood. In *Proceedings of ASAR International Conference*, ISBN 978-93-89469-15-8.
23. Wongyotha, T., Kannan, S., Koushik, K., & Rao, N. (2021). The Comparison Perception of Undergraduate Facebook User About Board Game. In *International Conference on Humanities and Social Sciences - Challenges of Humanities and Social Sciences in Digitalization: Flourish or Perish?* (Conference Proceedings), Thailand.

Invited Seminars and Conference Presentations

- 24. 2024** Sports Broadcasting: Past, Present, Future. 2-Day International Conference on Evolution of Journalism. Trivandrum, India.
- 25. 2023** Does The Empathy Machine Make Journalism Students Compassionate?: An Empirical Study. International Symposium on Media and Education Research (ISMER), Kochi.
- 26. 2023** Gender Role Constructs of Boys and Girls in Television Commercials Aimed at Children - A Comparative Analysis. International Symposium on Media and Education Research (ISMER), Kochi.
- 27. 2023** Nostalgic Appeal in Paper Boat Advertisements: Consumer Centricity and Instagram Presence. SRM Institute of Science and Technology, Chennai. International Level.
- 28. 2022** Private and Public Spaces (places) in the age of Social Media: Changing Perspectives. International Research Forum, Mumbai. International Level.
- 29. 2022** Students Engagement with Social Media Reels: Scope for the News Outlets. International Research Forum, Mumbai. International Level.
- 30. 2021** The Boardgame Perception in Graduate School Level People on Facebook. The University of Queensland International Conference, Thailand.
- 31. 2019** Change in the Portrayal of Women in Select Indian TV Advertisements - A Multidimensional Approach. Institute for Technical and Academic Research International Conference.
- 32. 2019** Is Placard Journalism Misleading People? An Ethical Perspective. Christ University National Conference.
- 33. 2019** The Role of social media during Crisis Situation: A Case Study on Kerala Flood. Asian Society for Academic Research International Conference.

- 34. 2018** Communication through Social Media: The Perspective of Teenage Students with Dyslexia. University of Le Havre, France. International Conference.
- 35. 2016** Cultural Constructs in Popular Cartoon Programs. Manipal University, Manipal. National Conference.
- 36. 2016** Students' Awareness and Perception of Health Issues through Electronic Communication Gadgets. Indian Institute of Technology, Kashipur, Uttarakhand. National Level Conference.
- 37. 2015** Short Film Making Course. Vibha Charitable Trust & Christ University, Bengaluru, Karnataka.
- 38. 2014** Analysis on Indigenous Cultural Practices. Bon Secours College for Women, Tanjore. International Level Conference.
- 39. 2014** Understanding of Scientific and Technical Book Writing Skills. CRC Press Editorial Workshop, Christ University.
- 40. 2014** Script Writing Workshop. Periyar University, Salem, Tamil Nadu.
- 41. 2011** Qualitative Research: Theory and Applications. Center for Social Studies, South Gujarat University.
- 42. 2011** Trends in Advertising Workshop. Periyar University, Salem, Tamil Nadu.
- 43. 2011** Research Methodology for Research Scholars. Pondicherry University. National Level Workshop.
- 44. 2010** Role of Children in Family Purchase Decision Making. DOE SV University, Tirupathi, Andhra Pradesh. National Level Conference.
- 45. 2010** DTH - A Socio-technological Perspective. Pondicherry University. National Level Seminar.
- 46. 2010** Educational Satellite Programme Functional or Dormant? Manonmaniam Sundaranar University, Tirunelveli. National Level Conference.
- 47. 2009** Effectiveness of Animated Characters in TV Commercials. Advertisement & PR Puducherry Communicators Forum. National Level Seminar.
- 48. 2009** ICT and Women Empowerment. Manonmaniam Sundaranar University, Tirunelveli. International Level Conference.
- 49. 2009** A Study on Mobile Phone Use among Undergraduate Students. Loyola College & GCRA, Chennai. International Level Conference.
- 50. 2008** Defining Parameters for Promoting Quality in Higher Education. Rathinam College of Arts and Science, Coimbatore, Tamil Nadu.

Workshops and Training Sessions

- 51. 2010** Maya - Multimedia Professional. ATOM Multimedia - Adobe Certified Expert, Coimbatore. Professional Course.

52. 2011 Trends in Advertising. Department of Journalism and Mass Communication, Periyar University. University Level Workshop.

53. 2011 Research Methodology for Research Scholars. Pondicherry University. National Level Workshop.

54. 2011 Qualitative Research: Theory and Application. Center for Social Studies, Surat. National Level Workshop.

55. 2014 Understanding of Scientific and Technical Book Writing Skills. CRC Press Editorial Workshop. University Level Workshop.

56. 2014 Script Writing. Department of Journalism and Mass Communication, Periyar University. University Level Workshop.

57. 2015 Short Film Making Course. Vibha Charitable Trust & Christ University. University Level Workshop.
