



## Ms. Amrutha Menon

Assistant Professor

**Specialization:** Television and Radio Production

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### Qualification

- MA in Mass Communication & Journalism - Jain (Deemed-to-be University), Bengaluru
- BSC Visual Communication - PSG College of Arts and Science, Coimbatore

### Work Experience

- 2019 – Present Assistant Professor – Center for Management Studies, Jain (Deemed-to-be University), Bangalore
- December 2018- April 2019 - Client servicing and Digital Marketing Executive, Katalytz Entertainment, Bangalore
- August 2017- October 2018 - Radio Jockey, Radio Mango, Calicut

### Courses Facilitated

- Introduction to Communication
- History of Journalism
- Reporting & Editing
- Online Journalism
- International Communication
- Public Relations

### Career Summary

Amrutha specializes in Television and Radio Production with a specific interest in Film Making. She wrote and directed a short film and a documentary on the famous Kalamandalam, which received appreciations at various festivals. From her industry experiences, she realized having a unique vision and voice is crucial to succeed in the film industry. She has assisted a few filmmakers in her career to make her dream come true.

She has previously worked with "Radio Mango, Manorama Communications" as a Radio Jockey. During that short period, she could win her listeners' hearts and won the award for "The Most Popular RJ" in 2018. She has also worked as client analyst for events with "Katalyst Entertainments". She also served as an intern with various television channels like Mazhavil Manorama, KappaTV (Mathrubhumi), We Channel (Kairali), and produced various TV shows.

### Research Interest

- Importance of Background Sound and Music in Cinema
- Influence of Music in Society
- Presentation and Promotion of Identity through Radio and Audio Media

### Research Publications

- NIL -

### Articles / Case Studies

- NIL -

### Consultancy / Projects

- NIL -

### Books / Chapters

- NIL -

### Activities

S.N	Activity	Title	Year
1.	NAAC Coordinator	NAAC Filing	2019-2020
2.	"Utharathilulla pusthakam edukku" by Radio Mango	A Game Campaign at International Literature Fest	2018
3.	"Satkriya"	PR Event (JUCMS) in collaboration with CRY NGO	2017

### Member on Committees / Editorial Boards

- NIL -

### Professional Memberships

- NIL -

4.	"Samskruthi"	Intra college PR Event (JU CMS)	2016
5.	Logistics and Guest Coordinator for "Revive"	Inter College Seminar Series (JU CMS)	2016
6.	Coordinator of "Pathivugal"	National Level Short Film Fest	2014

### Recognition / Awards

- Winner of Short Film Competition at "Pathivugal" - Annual Inter College Short Film Competition.
- Best Actress Award at " KCT Fest" - Annual National Inter College Short Film Competition
- Best RJ and Best Show IRF Nomination (2018)
- Most Popular RJ Award (2018)

### Online Certificate Courses and Webinars

#### Online Certifications:

SI No	COURSE	UNIVERSITY	YEAR
1.	Introduction to Virtual Reality	University of London	2020
2.	Social Media Marketing Specialization	North-Western University	2020
3.	Transmedia Storytelling - Narrative Worlds, Emerging Technologies and Global Audiences	University of New South Wales	2020
4.	Write a Feature Length Screenplay for Film or Television	Michigan State University	2020

#### Webinars-FDP/MDP

SI No	WEBINAR/FDP	INSTITUTION	YEAR
1.	Journalism in the Time of COVID -19	Christ (Deemed-to-be University)	2020
2.	Critical Approaches to Communication Research	PSG College of Arts and Science	2020
3.	One-week STTP on Advanced Research Methodology	Rest Society for Research International (RSRI)	2020
4.	Communicating Messages During Crisis	Nehru Arts and Science College	2020
5.	Qualitative Research	Kumaraguru College of Liberal Arts and Science	2020

6.	COVID -19 Data Analytics Using SPSS	Women's Christian College	2020
7.	Gender Implications of Covid-19 Pandemic	Center for Management Studies, Jain (Deemed-to-be University)	2020
8.	FDP on Quantitative Analysis Using SEM and Qualitative Using NVIVO Software	Amity University	2020
9.	FDP on Creation of Google Sites and OER	RBVRR Women's College	2020
10	Media and Environment Sustainability During the COVID-19 Pandemic: A Way Forward	Loyola College	2020
11.	Digital Journalism and Civic Participation in Journalism	Mother Teresa Women's University	2020
12.	Webinar with Santhosh Shivan	Dwaraka Doss Goverdhan Doss Vaishnav College	2020
13.	The Process of Digital Filmmaking and Its Benefits in Post COVID-19 Era: The Future of OTT Platforms	Loyola College	2020
14.	Grammar of Non-Linear Editing	Dr MGR Janaki College of Arts and Science for Women	2020
15.	Mindfulness for Educators	Center for Management Studies, Jain (Deemed-to-be University)	2020
16.	Managing Stress During Uncertain Times	Center for Management Studies, Jain (Deemed-to-be University)	2020