



# Jyothsna C R

Assistant Professor of English

## ADDRESS & EMAIL

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## QUALIFICATION

MA, NET

## DATE OF JOINING

28-9-2020

## EXPERIENCE IN YEARS

1 year

## AREA OF SPECIALIZATION

Literary Theory  
Cultural Studies  
Media Studies

## PAPER PRESENTATIONS

- Presented a paper in the National Seminar on “Distinctions: Popular Culture and Its Other” organized by the Illahia College, Muvattupuzha in association with School of Letters, Mahatma Gandhi University, on 2 march 2017
- Presented a paper in the National seminar on “Reconstructing Women: Feminism and Subversion of Women’s Identity” conducted by Illahia college, Muvattupuzha on 18 September 2015.
- Presented a paper “Fallacy of Reification: A Study of Alienated Self in Advertisements” in National Conference *Simulacrum* conducted by Department of English, Acharya Institute of Graduate Studies, Bengalure Central University, on 22 September 2019.

## PARTICIPATION IN SEMINARS/ CONFERENCES/ WORKSHOPS

- Participated in the National Seminar on “Distinctions: Popular Culture and Its Other” organized by the Illahia College, Muvattupuzha in association with School of Letters, Mahatma Gandhi University.
- Participated in the National seminar on “Reconstructing Women: Feminism and Subversion of Women’s Identity” conducted by Illahia college, Muvattupuzha.
- Participated in National Conference *Simulacrum* conducted by Department of English, Acharya Institute of Graduate Studies, Bengalure Central University.

- Participated in the webinar lecture series conducted by Research and Postgraduate Department of English, Sree Sankara College on the topic “Engaging Theory: Past and Future Prospects”.
- Participated in the short term course on “Intersection of Philosophy and Literary Theory” conducted by Sree Sankara College Kalady
- Participated in the National webinar series on “Surveillance and Society” conducted by N. S. S. Arts and Science College Parakkulam.

## **PUBLICATIONS IN BOOKS OR JOURNALS**

- ‘Advertisements as Cultural Indicators’: A Study of Indian Advertisements’, in *Lux Montis: A Peer Reviewed Bi-annual Research Journal*, ISSN 2321-8053, Vol.5, No.1 January 2017.
- ‘National Identities on Display: The Role of Amul advertisements in Building Indian Identity’, *Research Lines: Peer Reviewed Interdisciplinary Research Journal*, ISSN 0975-8941, Vol. IX, No.2, December 2016
- ‘A Study on Re-defining Womanhood and Subversion of Patriarchal Ideology in the light of Deepa Mehta’s Oeuvre *Fire*’, *OIJR*, ISSN 2249-9598, Impact factor 5.818, July 2019 Special Issue.
- ‘Celebration of Body: A Carnavalesque Study of Selected Advertisements’, *OIJR*, ISSN 2249-9598, Impact factor 5.818, June 2019
- ‘The Allegory of Spectatorship and Role of Myth in Deepa Mehta’s Film *Fire*’, *RJELAL*, ISSN 2321-3108, Impact Factor 6-8992, 5 March 2020

## **OTHER ACHIEVEMENTS**

- Certified as a Skill Development Executive in ASAP- A joint initiative of General and Higher Education Department, Government of Kerala.

## **RESEARCH OUTPUT**

- Pursuing PhD from Mahatma Gandhi University.