

## **Naveen Vetrivel**

3/228 Keelapuliyur, Peruntharakudi,

Kulikkarai, Thiruvarur- 613704.

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### **Education:**

MA in Mass Communication (2018) with 82%

Department of Media and Communication

School of Communication

Central University of Tamil Nadu, Thiruvarur

BSc in Visual Communication (2016) with 89%

Department of Visual Communication

Mohamed Sathak College of Arts and Science, Chennai

Higher Secondary (+2) - (2013) with 55%

Kasturba Gandhi Matriculation School

Thiruvarur

SSLC (2011) with 70%

Sabanayaga Mudhaliyar Hindu Higher Secondary School

Sirkazhi

### **Language Known:**

Tamil(RWS), English(RWS) Telugu(S), Malayalam (S).

### **Hands-on Experiences Softwares:**

Adobe (Photoshop, Indesign, Illustrator, Premiere Pro, After effects), FCP...

### **Awards and Achievements:**

- Secured Third Place in **International Photography competition** (2015) organised by Shoot Madras, Chennai
- Secured First Place in **Logo Design** (2019) organised by MCC College, Chennai
- Secured First Place in **Short Film** (2019) organised by MCC College, Chennai
- **Student Editor**, Lapwing Magazine, Central University of Tamil Nadu
- Logo Designed for Kalam Magazine, Central University of Tamil Nadu

- **Designing and Editor**, Kalam Magazine (volume 1 & 2), Central University of Tamil Nadu
- **Graphics and Illustrator**, Students Handbook 2018-2019, Central University of Tamil Nadu
- **Concept and Design**, Swachh Bharat Abhiyan (SBA) Report, Central University of Tamil Nadu
- **Designing and Editor**, NCC Report, Central University of Tamil Nadu
- **Designing and Editor**, Founia Biodiversity, Central University of Tamil Nadu

### **Professional Experiences:**

Cameraman @ **Udhi Agency**, Thiruvarur (Feb 1 to May 16, 2016)

Graphic Designer @ **kTalenti Media House** (Stringer) - (June 1, 2016 to Apr 16, 2018)

Technical Assistant (PRC) @ **Central University of Tamil Nadu** - (Nov 1, 2018 to July 31, 2019)

### **Internships in Journalism:**

Graphic Designer intern @ **Dinamalar**, Chennai Dec 5 to Dec 30, 2017

Photojournalist intern @ **The New Indian Express**, Chennai June 1 to June 19, 2017

Photojournalist intern @ **dt next newspaper**, Chennai. Dec 5 to Dec 25, 2016

Cameraman intern @ **Rads Advertising Agency**, Thiruvarur, March 1 to March 10, 2016

### **Papers presented:**

Presented a paper on '**Fishing in Troubled Waters: Media Framing of the India-Sri Lankan Fishermen Issue**' at International Seminar on '**Portrayal of Social Issues in Literature and Media**' conducted on February 10, 2018, at Periyar University, Salem, Tamil Nadu, India.

Presented a paper on '**Fishing in Troubled Waters: Media Framing of the India-Sri Lankan Fishermen Issue**' at the National Conference on '**Media and Community Development**' conducted on January 23 and 24, 2018 at Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India.

Presented a paper on '**Fishing in Troubled Waters: Media Framing of the India-Sri Lankan Fishermen Issue**' at the National Seminar on '**Trending Disciplinary Convergence in Media Studies**' conducted on February 26-28, 2018, at the University of Kerala, Trivandrum, Kerala, Tamil Nadu.

Presented a paper on **'Fishing in Troubled Waters: Media Framing of the India-Sri Lankan Fishermen Issue'** at the International Conference **'India and changing Aspects of News 2018 (ICAN 2018)'** conducted on March 9, 2018, at the Delhi Metropolitan Education, Noida, India.

Presented a paper on **'Fishing in Troubled Waters: Media Framing of Political Conflicts: A Case Study of India-Sri Lanka Fishermen Issue'** at the National Conference **'Mediascape in 21st Century: Emerging perspectives with special emphasis on Indigenous and Tribal Social Communication'** conducted on March 10, 2018 at Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh, India.

Presented a paper on **'A measure of parental attitude towards potential benefits of television: Scale development and validation'** at a ICSSR sponsored National Conference **'Media and Child Development'** conducted on Sep 23, 2018, at Government College of Education, Vellore, Tamil Nadu, India.

Presented a paper on **'Mapping the Millennial Mind: Relevance of Cultural Dimensions in Public Awareness Advertising'** at the 2626th Annual AMIC Conference on Disturbing Asian Millennials :Some Creative Responses conducted on June 7-9, 2018, at the Manipal Academy of Higher Education (MAHE), Manipal, Karnataka, India.

Presented a paper on **'Cinema for Change: Feminist Impressions in Heroine-centric Plots'** at National Conference on **'Emerging Trends in the portrayal and representation of gender in media'** conducted on Mar 5, 2019, at Department of Visual Communication, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore, Tamil Nadu, India.

#### **Book Chapters:**

Francis P. Barclay and **Vetrivel, Naveen**. (2018). Media Framing of Political Conflicts: A Case Study of India-Sri Lanka Fishermen Issue. Mediascape in 21st Century, 2:394-404. Kanishka, New Delhi; ISBN: 978-81-934480-4-5

Francis P. Barclay and **Vetrivel, Naveen**. (2018). Fishing in Troubled Waters: Media Framing of the India-Sri Lankan Fishermen Issue. The Indian National

Journal of English Language and Literature, 6(21): 342-346, Dr JK Research Foundation

### Peer-reviewed Journal:

Francis P. Barclay and **Vetrivel, Naveen**, Parvathy S. Nair. (2019). **Cinema for change: Feminist impression in heroine-centric plots**. Asian Journal of Multidimensional Research. 8(1): 315-327. ISSN: 2278-4853.

### Events Organised

- Organised Capacity Building Programme, a **12-day workshop for Social Science Faculties**, at the Central University of Tamil Nadu, Feb 13-24, 2019.
- Organised a workshop, '**Writing for Research Journal**', at the Central University of Tamil Nadu, Nov 27-28, 2017
- Organised **Watercolor Workshop**, at the Central University of Tamil Nadu, Oct 07-08, 2017
- Organised **Trans Art Show**, a painting workshop, at the Central University of Tamil Nadu, July 28-29, 2017
- Organised Heritage Club, at the Central University of Tamil Nadu, Feb 11, 2017

### Portfolio Links

**News Bite** (Republic day-CUTN)

<https://www.youtube.com/watch?v=JaLAXJ5KEGQ>

**ADV Film** (Dinamalar-pattam)

[https://drive.google.com/open?id=1sK9NGQeOke\\_ylT\\_tfVG1wELR4Qf\\_T3Q1](https://drive.google.com/open?id=1sK9NGQeOke_ylT_tfVG1wELR4Qf_T3Q1)

**Promotion Teaser** (DMC-CUTN)

<https://www.youtube.com/watch?v=Bv8TWomvWis>

**Documentary** (INCANDESCENT TALE)

<https://drive.google.com/open?id=1zv9W7aotEU4L6HTdterropisukKJuLGt>

**Short Film** (Mei)

<https://drive.google.com/open?id=1G1bi-vPthNcZ2ibiholkZ2LLdtg2mElt>

<https://www.youtube.com/watch?v=1wrSkSFE12o>

**Magazine** (Kalam II)

[https://cutn.ac.in/kalam/KALAM\\_II\\_2017\\_2018.pdf](https://cutn.ac.in/kalam/KALAM_II_2017_2018.pdf)

**Coffee Table Book** (SBA Action)

<https://cutn.ac.in/wp-content/uploads/2018/11/SBA-ACTION-REPORT-2018.pdf>

**Report Photo Book** (NCC)

[https://cutn.ac.in/wp-content/uploads/2018/12/NCC\\_Report.pdf](https://cutn.ac.in/wp-content/uploads/2018/12/NCC_Report.pdf)

**Internship Report**

<https://drive.google.com/open?id=1Re7EjzrMFHsz7puT4XsHDw22wA1XV4H>

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