



Name: Dr. Sithara Puli Venkatesh

Designation: Assistant Professor

Qualifications: M.A., M.Phil., Ph.D.

Email ID: sitharavenkatesh@gmail.com

Biographical Sketch

Dr. Sithara Puli Venkatesh is an Assistant Professor at St. Xavier's University, Kolkata. Previously she has had her hands-on experience in the Tamil television industry as an Associate Director and Artist coordinator for 20+ reality shows. From her work experience in the industry, she formulated her M.Phil. and PhD dissertations on "Child Labour in Tamil Reality Television". She is an enthusiastic Autoethnographer and a storyteller.

Areas of Specialisation and Research

Sithara is a qualitative researcher whose research interests encompass personal narrative and self-reflexive research writing in the field of Social sciences and is well experienced with focus group and in-depth interview methods. She is particularly interested in understanding Media in terms of cultural studies and she focuses on Child Labour in Media/ Gender and Sexuality studies.

Teaching Experience

Sithara has taught Television production, Visual text analysis and Gender studies as a guest faculty. She has also taught media and arts as a volunteer to many under privileged children through various NGO organisations. She currently teaches Television Production, Audio Visual Production and Entertainment Journalism to UG and PG batches.

Administrative Responsibility

Sithara is an enthusiastic event organizer and coordinator. She has hosted and coordinated many National and International seminars, conferences and workshops during her tenure as a Research scholar in the University of Madras, Chennai.

Chapter/Article published in Books

- (2020) **“Discipline, Control and Children in Tamil Reality Television”**, Deleuzian and Guattarian Approaches to Contemporary Communication Cultures in India. Springer Journal. Edited by Dr.G.Ravindran. Pp 123-140, ISBN: 978-981- 15-2139-3

Article published in Peer-reviewed journals

- (2021) **“Alienated Spectators, Child Labour and Tamil Reality Television”**, Journal of Media and Communication, Central University of Tamil Nadu, (Sithara Puli Venkatesh), Vol. 5 (2), Pp. 174-193. eISSN: 2581-513X
- (2020) **“An Autoethnography of Child Artists in Tamil Dance Reality Television Production”**, Artha Journal of Social Sciences, Christ University, (Sithara Puli Venkatesh), Vol. 19, (3), Pp. 71-92. ISSN 0975- 329X| <https://doi: 10.12724/ajss.54.5>
- (2020) **“Exploring the Context of Non-Open Communication and Child Labour in Tamil Reality Television”**, Contemporary Media Culture and Communication, Narayana Guru College of Engineering, (Sithara Puli Venkatesh), Conference proceeding, ISBN: 978-93-87434-28-8
- (2018) **“Commodification of Reality Television Labour”**, Tamil Porul, AAR Publications, (Sithara Puli Venkatesh), ISBN: 978-93-85-349-17-1
- (2016) **“Biopolitics in the shooting sets of Tamil Reality Television”**, Communication in Today's Tamil Society, Edited by Dr. G. Ravindran and Dr. G. Periyannan, (Sithara Puli Venkatesh), ISBN: 978-81-90-787-90-1
- (2016) **“Reality Shows and its Controversies: Degradation and Exploitation”**, Tamil Silambu. Edited by Dr. R. Kalaivani and Dr. N.Saravanan. (Sithara Puli Venkatesh), ISBN: 978-93-85349-12-6
- (2016) **“Reality Television and Controversies”**, Media and Visual Literacy, Edited by Dr. R.Rajesh and Dr.T.Padmanabhan, (Sithara Puli Venkatesh), ISBN: 978-93- 81992-74-6