



### **P.J.MATHEW MARTIN Ph.D.**

Post-Doctoral Research Fellow at CCD-HumES, Orebro University, Sweden, 2015.

PhD (Journalism & Mass Communication), on 26<sup>th</sup> Feb. 2012.

M.A. (Journalism & Mass Communication),

MA (Linguistics) &

B.A.(Hons) English Literature,

Diploma in Indian & Western Philosophy,

C-Level Certificate in Indian Sign Language Interpreting.

RCI registered Indian Sign Language Interpreter.

#### **Present Position:**

Prof. P.J.MATHEW MARTIN

Post-Doctoral Research Fellow at CCD-HumES, Orebro University, Sweden.

Adjunct Faculty in the Department of Journalism & Communication, University of Mumbai, India.

Extension Service Asst. (Mass Media), & Course Coordinator of Post Graduate Diploma in Media & Disability Communication, (PGDMDC), Department of Outreach & Extension Service Department in Ali Yavar Jung National Institute for the Hearing Handicapped, (AYJNIHH) (Under Department of Disability Affairs, Ministry of Social Justice & Empowerment, Govt. of India), Bandra West, Mumbai- 400050. India.

[www.ayjnihh.nic.in](http://www.ayjnihh.nic.in)

Joined the AYJNIHH, Institute on 9<sup>th</sup> Jan, 1989

#### **Contact Addresses:**

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Mob:91+9869993833

#### **References:**

1.Prof. Dr. Sangeeta Bagga-Gupta, Chair CCD-HumES, Orebro University, Orebro Sweden, Mob:+46735095079

Email: [sangeeta.bagga-gupta@oru.se](mailto:sangeeta.bagga-gupta@oru.se)

2.Prof. Dr. Sanjay Ranade:Associate Prof. DCJ, University of Mumbai, Chairman, Board of studies Communication & Journalism, University of Mumbai, India.Mob:09029096636

Email:[sanjayvranade@yahoo.com](mailto:sanjayvranade@yahoo.com)

3.Prof. Dr.Sunder Rajdeep, HOD/DCJ, Dept. Communication & Journalism, University of Mumbai, India: Mob:919969145350.

Email:[sunderrajdeep@gmail.com](mailto:sunderrajdeep@gmail.com)

## **Curriculum Vitae**

**Name: P.J. Mathew Martin PhD.**

**Full Name: POOTHULLIL JOHN MATHEW MARTIN PhD.**

**Address: FLAT -B/32,AYJNIHH campus,  
Bandra west, Reclamation, Mumbai-400050, India.**

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**[pjmathewmartin@gmail.com](mailto:pjmathewmartin@gmail.com)**

**Date of Birth:18th May 1965**

**Gender: Male**

**Nationality: Indian**

**Religion: Christian**

**Marital Status: Married.**

**Father's name: P.V.John.**

**Passport no: N-7367406**

**Languages known:** English, Malayalam, Bangla, Hindi, Nepali, Marathi, Indian Sign Language.

## **Area of Research Interest:**

Multimodal Communication, Disability Communication, Universal Design in Digital Media, Accessibility and Accessible format of Digital Media, Large digital data, Content Analysis, Ethnography in Mass Communication

## **Experience:**

- Extension Service Asst. (Mass Media) since 9<sup>th</sup> Jan 1989 (till date)
- Course Coordinator & Teacher for Post Graduate Diploma in Media & Disability Communication since October 2009 (till date)
- Adjunct Faculty of Department of Communication & Journalism, University of Mumbai, Kalina, Santacruz East, Mumbai, India. Since 2013
- Visiting Faculty Dept. of Communication & Journalism, (MACJ) in K.C.College, Churchgate, Mumbai, India. Since 2013.
- Member Board of Studies for B.Voc (Media Production), UGC approved Degree program, at Vikas College, Vikhroli, Mumbai, India Since 2014
- Recently Senior Researcher – Post-doc at CCD-HumES, Orebro University

## • **Educational Qualifications:**

- Post Doctoral fellow and Senior Researcher at Orebro University, Sweden.
- Doctor of Philosophy (Ph.D) in Mass Communication from YCMOU, Nashik, Maharashtra. India. (2012)
- Master of Arts in Linguistics (M.A. Linguistics) Mumbai university, India.(1994)

- Master of Journalism & Mass Communication (MA JMC) Madurai Kamraj University, India.(2005)
- Post Graduate Diploma holder in Journalism and Mass Communications, Kerala Press Academy,Kerala India.(1987)
- Bachelor of Arts with Honors in English Literature, North Bengal University, Darjeeling, West Bengal, India.(1986)
- Diploma in Western and Indian Philosophy, Salesian College Sonada, Darjeeling (1985)
- Diploma in Indian Sign Language interpreting (C-Level Certificate),AYJNIHH, Mumbai, India. (Rehabilitation Council of India Registered Indian Sign Language Interpreter)(2007)

**Synopsis of the work done (specific to the cause of accessibility and universal design):** In “AYJNIHH-NEWS”, Made and implemented the concept of Universal Design in News Media, using YouTube facility of Google. ‘AYJNIHH-NEWS’ was made in Indian Sign Language with Captions for the Deaf persons and Closed captions in 61 language using the machine translation facility offered by Google for removing the language barrier and Audio description tracks for the Blind persons. The “AYJNIHH-NEWS” is updated constantly. The number of viewers of AYJNIHH-NEWS in Indian Sign Language has increased over the past months. The video is available on Institute’s accessible website and also in YouTube link: <http://www.youtube.com/user/AYJNIHHNEWS>



**Completed Doctoral Studies** from YCMO University in the field of Mass Communication’(specialized in disability communication & developed D-Process theory in communication). **As a Media Professional working** at Ali Yavar Jung National Institute for the Hearing Handicapped (AYJNIHH) under Ministry of Social Justice & Empowerment, Govt. of India, he is working towards promoting accessible media. All the Media channels can reach persons with disabilities. But there is need to modify their accessibility. He has initiated training program for Media professionals and students in ‘Accessible Media’. Coordinator for the Post Graduate Diploma Course in ‘Media and Disability Communication’ at AYJNIHH, in affiliation with University of Mumbai. This course is his pioneering effort through AYJNIHH and Department of Communication, University of Mumbai. In this course the Media Professionals are given inputs and training in specific skills to make media accessible to persons with disabilities and also increase the target audience of the Mass Media. As per the UNCRPD guidelines, 9 and 21 regarding ‘accessibility’ & ‘access to information’ his initiatives are research based. His recent research article published in Rehabilitation

council of India Journal, Vol 5 Jan-Dec.2009 on “Organizations Working for Persons with Disabilities in India Moving towards Accessible Websites” throws light on the need for accessible website of organizations working for persons with disabilities in India.

Team member in making the unique audio/video of the National Anthem in Hindi with Indian Sign Language. It has an audio description in English and Closed Captions in 15 Indian languages and English. This digital product is in Universal Design.

### **Ph. D Guide/supervisor**

Recognized Ph.D guide of University of Mumbai since 2013 and University of Solapur in 2014.

Presently Guiding and Supervising 3 Ph.D students under Dept. of Communication and Journalism, University of Mumbai. Supervising as Guide for 80 Post Graduate Students in Media and Communication studies at University of Mumbai.

External Expert member of Ph.D. Selection Committee for Mass Communication & Journalism, Amity University, Mumbai, India.

### **International & National Awards & Honors:**

- Winner of prestigious **National Award** for Universal Design & Accessibility in Media: “NCPEDP-MphasiS Universal Design Ward- 2011”.
- Won **International Award**: ‘Manthan Award South Asia-2009’ in 2009 for the ‘Online Hearing Screening’ website in accessible format: ‘checkhearing.nic.in’.
- Won International Award as Part of the production Team: for short films under 60 seconds ‘special mention’ for making “National Anthem of India in Accessible format” from ‘We Care Film Festival -2011’.
- Won International Award as Part of the production Team: for short films for making “National Anthem of India in Accessible format” from ‘Ability Fest-2011’

### **Present Position & Responsibilities**

- Member CCD-HumES, Research Environment, at Orebro University Sweden since 2015.
- Course Coordinator Post Graduate Diploma Course in Media & Disability Communication (PGDMDC) at AYJNIHH, for Media Professionals/Students in collaboration with Mumbai University and AYJNIHH, Mumbai, India.
- Short Term Training Programs for Media/Communication Professionals & Students in “Media & Accessibility” conducted by AYJNIHH since 2001.
- Adjunct Faculty in the Department of Journalism & Communication, University of Mumbai, India.
- Chairman of Examination Committee for PGDMDC Course of University of Mumbai, India.
- Examiner & Paper setter for Ph.D. Entrance Test of Mumbai University, India.
- Examiner & Paper setter for M.A. (JMC) of Mumbai University, India.
- ESA (Mass Media) in the Department of Outreach & Extension Service Department, of AYJNIHH, Mumbai, India.
- Recognized Post Graduate Teacher and Guide Mass Communication & Journalism, University of Mumbai since 2013.

## **Memberships:**

- Member Technical Committee, International Conference on Media and Cultural Studies 2016 of IPN Network, at Penang, Malaysia.
- Member of International Union for the Scientific Study of Populations (IUSSP).
- Member of World Academy of Science, Engineering and Technology Scientific Committee and International Editorial Review Board on Social and Human Sciences, Las Cruces, USA.
- Professional Member of Asia Media Information Centre (AMIC)-Singapore.
- Member of Editorial Board of Reviewers for International Journal 'Journalism and Mass Communication' (ISSN 2160-6579) a refereed and peer reviewed journal of Mass Communication Professionals, Published by David Publishing Company, USA.
- Member of International Editorial Board for 'International Journal of Advancements in Research & Technology' IJOART (ISSN 2278-7763) a refereed International online Journal dedicated to all scientists and engineers involved in engineering and technology, Houston, USA.
- Member of International Technical Committee for International Conference on Communication and Media 2012.
- Member of International Union for the Scientific Study on Population IUSSP, the world wide professional association of population scientists.
- Member of Review Board of International Journal of Communication and Media Studies (IJCMS) ISSN No:2250-0014
- Member of Indian Sign Language Interpreters Association (ISLIA), India.
- Member of World Association of Sign Language Interpreters Association.(WASLI)
- Member Board of Advisors of the Journal of Advanced Research in Journalism & Mass Communication.
- Member of Editorial Team, Media Research and Communication Studies Journal (MRCSJ), ISSN:2394-7594, K.C.College, Mumbai, India.

## **Projects Completed: Co-investigator of-**

- \* Project Title : 'Hearing Screening Online' for persons with speech and hearing disabilities :[www.checkhearing.nic.in](http://www.checkhearing.nic.in)  
It is an accessible website. (Research Grant-1 Lakh)
- \* Project Title : Additional Cost involved upbringing of a person with hearing impairment in India. (Research Grant -15 Lakh)

## **On-going Projects:**

- Project Title: 'Design and Development of Animated Sign Language Captioning Frame Work' in collaboration with C-DAC Pune, DIT Approved. (Research Grant-4.84 crores)
- Project Title: 'Impact of Indian Sign Language and Multimedia Captions on Cognitive Abilities of Deaf Children"- DST approval waited.

- After Camp Hearing Care (ACHECAR) for the ADIP Deaf Beneficiaries through Smart Phones, GPRS Network & Mobile Applications in Universal Design. (Approved Research Grant 2.50 Lakhs from NIH & Proposed for 1.3 crores from Deptt. of India)

### **Publications:**

#### **Books: (International Editions-UK, US & Germany)**

- 1. NEWS, VIEWS, CONTENT AND ANALYSIS:** Content analysis of 'Disability Communication' in DNA (Daily News Analysis) - a short-term study . **(August 9, 2010)** ISBN: 978-3-8383-7820-6
- 2. CONTENT ANALYSIS OF 'DISABILITY COMMUNICATION' IN NEWSPAPER DAILIES:** A Short-Term Study of Disability Communication Content in Newspaper Dailies Published from Mumbai. (August 12, 2010) ISBN:978-3-8383-9281-3.
- 3. ACCESSIBLE WEBSITES AND ORGANIZATIONS FOR PERSONS WITH DISABILITIES:** A study of websites of Organizations working for PWDs in India On (3rd Dec'09) World Disability Day. **(September 16, 2010)** ISBN:978-3-8433-5335-9.

#### **Books: (Indian Editions)**

1. Contributor for 'Media Style Guide': Rehabilitation of India, New Delhi Publication. 2005, India.
2. Contributor for 'Media Training Manual': Rehabilitation of India, New Delhi Publication. 2004, India.
3. Contributor for a Chapter in 'Resource Book on Hearing Impairment' of AYJNIHH, (Ministry of Social Justice & Empowerment, Govt. of India) Mumbai-50, India.

### **International Experience Travel and Participations/Deputations:**

1. Participated and presented a research paper in the International Conference 21ST Annual Conference of AMIC, on 11<sup>th</sup> - 14<sup>th</sup> July 2012 at Shah Alam, Malaysia.
2. Participated and presented research paper at International Symposium in Sign Language Translations and Technology (SLTAT-2013) at Chicago (IL) USA, on 18-19<sup>th</sup> Oct. 2013.
3. Visited the Media & Technology Labs, on invitation at Rochester Institute for Technology, NTID at New York and Gallaudet University, Washington D.C. USA. on 21st - 22<sup>nd</sup> Oct. 2013.
4. Visited Mauritius at the Invitation of Government of Mauritius, to initiate Universal Design in Digital Telecast in Mauritius Broadcasting Corporation (MBC) and to orient the Deaf and MSL Interpreters in live Mauritius Sign Language Telecast in Television from 11<sup>th</sup> to 17<sup>th</sup> August 2014.
5. Visited Hong Kong – Macau (China) and presented a research paper as Indian Sign Language Interpreter Association Delegate from India from 24<sup>th</sup> to 28<sup>th</sup> at the International Conference of WASLI & WFD meet.
6. Visited Mauritius at the Invitation of Government of Mauritius, to coordinate and conduct the workshop cum training in Mauritius Sign language – Linguistic Sign Language Validation.

### Research Papers Published

1. Poothullil J. Mathew Martin (1993) "Community Based Rehabilitation and Extension and Outreach Services for the Hearing Handicapped" in the Indian Journal of Disability and Rehabilitation. Vol.7., issue1. Jan-June 1993, a national level publication of Ministry of Welfare, Govt. of India, New Delhi. (ISSN NO:0970-2474)
2. Poothullil J. Mathew Martin (1994)"Media and the Rural Speech and Hearing impaired population" in the Hearing Aid Journal, Vol.8.No.4, issue no.32 Jan.1994., New Delhi, India. (ISSN NO:0971-0949)
3. Poothullil J. Mathew Martin (2008) "Content Analysis of Disability Communication-The Daily Newspaper DNA (Daily News Analysis) A Short-term Study Report" in Language in India, Volume 8 : 11 November 2008.(ISSN 1930-2940)
4. Poothullil J. Mathew Martin (2006) "Content Analysis of 'Disability Communication' in DNA(Daily News Analysis): A Short – Term Study Report", in Communicator Vol.XLI NO.1 Jan-Dec.2006, New Delhi India. (ISSN No. 0588-8093).
5. Poothullil J. Mathew Martin (2009) "Organizations working for Persons with Disabilities in India Moving Towards Accessible Websites" in Journal of Rehabilitation Council of India (JRCI) Vol.5.No.1&2 Jan-Dec. 2009, New Delhi, India. (ISSN NO:0973-2497)
6. Poothullil J. Mathew Martin (2008) "Web Accessibility for Persons with Disabilities: Evidence from India" in Communicator Vol.XLIII NO.1 Jan-Dec.2008, New Delhi, India. (ISSN No. 0588-8093).
7. Published Ph D Research thesis: "The Status of Disability Communication in India of Government and Non-Government Organizations- A comparative Study" on 31<sup>st</sup> May 2010 on Completion of Doctoral Studies in Mass Communication, YCMOU-Nashik, India.
8. Poothullil J. Mathew Martin (2012) "Technical Strides in Using Captioning & Indian Sign Language as Accessibility Tools of Universal Design in Advertisement and its effects on Hearing & Deaf Persons" in the Book "Issues of Journalistic Ethics and Freedom in the Contemporary Age of Digital Media" - Edited by Prof. Dr. Tapati Basu, Head, Dept. of Journalism & Mass Communication, University of Calcutta, India, 2012. (ISBN: 81-86263-004).
9. Poothullil J. Mathew Martin (2013) "Captioning and Indian Sign Language as Accessibility Tools in Universal Design" in Sage Open, April-June 2013 vol. 3 no. 2 2158244013491405.
10. Poothullil J. Mathew Martin (2013) 'Comprehension of Basic Mathematics Among Children with Hearing Impairment Using Multimedia in Accessible and Non-accessible Format a Comparative Study' Educational Media (ICEM), 2013 IEEE 63rd Annual Conference International Council for, vol., no., pp.1,11, 1-4 Oct.2013.doi: 10.1109/CICEM.2013.6820182
11. Poothullil.J.Mathew Martin, Kalbage Arun (2013), 'Accessibility of Higher Educational Institution's Websites- A study' has been accepted for publication in Indian Journal of Open Learning, Vol-22 (2), 2013, IGNOU, New Delhi. ISSN: 0971-2690
12. Poothullil J. Mathew Martin, (2014) Published Chapter XII in, Resource Book on Hearing Impairment, 'Indian Sign Language and Captioning as Accessibility Tools in Universal Design in Digital Media' published by Ali Yavar Jung National Institute for the Hearing Handicapped, (Department of Disability Affairs, Ministry of Social Justice & Empowerment, Govt. of India) Mumbai, India.

13. Poothullil J. Mathew Martin (2014) Indian Regional Language and Cultural Perspectives Vis-à-vis Universal Design in Digital Media' in the Book ' Media and Globalization' –Edited by Prof. Manjula Srinivas, Head Dept. of Mass Media, Mumbai, India, 2014. Excel India Publishers (ISBN:987-93-83842-64-3)
14. Poothullil J. Mathew Martin and Insha Imran Khan (2014) A Study on the Changing Styles of Music in Bollywood, Media Research and Communication Studies Journal (MRCSJ), Department of Mass Media, K.C.College, Mumbai, India, Vol. I, Feb. 2015. ISSN:2394-7594.
15. Poothullil J. Mathew Martin and Maphishisha Nongbri (2014) A Study on the Influence of English Newspapers on Reader's Opinion, Media Research and Communication Studies Journal (MRCSJ), Department of Mass Media, K.C.College, Mumbai, India, Vol. I, Feb. 2015. ISSN:2394-7594.
16. Poothullil J.Mathew Martin (2015) Visual Media & Disability the Challenges and Solutions in Using Multimedia, Media Research and Communication Studies Journal (MRCSJ), Department of Mass Media, K.C.College, Mumbai, India, Vol. 2, July. 2015. ISSN:2394-7594.
17. Poothullil J. Mathew Martin, Bhalerao S. & Moger A.(2015) 'Subtitling as an Information and Communication Tool for Increasing Literacy' in the HJC Journal on Futuristic Education, ISSN No:2349-8145.
18. Poothullil J. Mathew Martin and Gupta K.P.(2015) 'Comprehension of Basic Mathematics Among Children with Hearing Impairment Using Multimedia in Accessible and Non-Accessible Format a Comparative Study' in the HJC Journal on Futuristic Education, ISSN No:2349-8145

### **Presentation & Participations**

1. Presented paper on "Community Awareness on Pre-school Education for the hearing impaired: Far reaching Significance" during the National Symposium on Pre-Primary education for the Deaf children conducted at Cochin, Kerala, India on 1st May 1993.
2. Participated in the State level Seminar on "Disabilities and Rehabilitation" organized by the Govt. of Nagaland, at Kohima, Nagaland, India on 30th June 1993.
3. Presented Paper entitled "Media and Hearing Impaired in India", at the National Conference of Indian Speech and Hearing Association held at Patna, India, on 3rd April 1994.
4. Presented a Paper entitled "Community Awareness Programs in Community Based Rehabilitation through Outreach and Extension Services, at the Western Regional Workshop on Disability, held at AYJNIHH, Bombay, India on 28th May.1995.
5. Participated in the 20th National Conference of Indian Speech and Hearing Association, as Associate Member, conducted in 1994 at Patna, India.
6. Participated in the National Seminar on "The Semiotics of Language and Culture : Indian perspective on 18 and 19th March 1994, conducted at the University of Mumbai, organized by the Department of Linguistics.
7. Presented a paper entitled "Community Based Awareness program about hearing impairment" as resource person for the Orientation program for Non-Govt. Organizations on 24th and 25th Nov. 1994 conducted at Hailakhandi, Assam, India.
8. Participated as resource person in the Western Regional Workshop on Disabilities held at AYJNIHH, Mumbai, India, on 27th & 28th May 1995.



9. Presented a paper entitled "Community Awareness on Pre-school Education of the Hearing Impaired " at the National conference of the Educators of the Deaf, held at Trivandrum, Kerala, India on 28th , March 1995.
10. Participated and Presented a paper entitled "Globalization of Strategies in Community awareness programs on Hearing Impairment", as resource person at the National Media Seminar at Dr. Baba Saheb Ambedkar University, Aurangabad, India conducted on 29th March 1996.
11. Participated in the National Workshop on "Research Methods and Statistical analysis at AYJNIHH, Mumbai, India, conducted on 10th and 11th Feb. 1998.
12. Prepared the training module and conducted Training in Media and Disability Communication for students and professionals in the field of Media and Communication, in various national level institutions and universities in India.
13. Participated and Presented research Paper 'Captioning increases accessibility' at the National Conference of Indian Sign Language Interpreters Association (ISLIA) Conference, Indore in 2011.
14. Participated and presented research Paper 'Use of Captioning & Indian Sign Language as Accessibility Tools of Universal Design in Advertisement and its effects on Hearing & Deaf Persons' at National Seminar on Media, Literature and Language' on 11-13<sup>th</sup> Nov.2011 at University of Mumbai.
15. Participated and presented research Paper 'Indian Sign Language & Captioning increases accessibility' at the International Conference of 'Techshare-India 2012' on 6<sup>th</sup> & 7<sup>th</sup> Feb.2012 at India Habitat Centre New Delhi. India.
16. Participated and was ISL Interpreter in the Global Accessibility Awareness Day (G.A.A.D.) organized by the Directorate of Information Technology, Government of Maharashtra and BarrierBreak Technologies, supported by NASSCOM on 9<sup>th</sup> May 2012 at YB Chavan Auditorium, Mumbai. India.
17. Participated and presented research paper 'Captioning & Indian Sign Language Increases Accessibility to Digital Media' at the International 21<sup>ST</sup> Annual Conference of AMIC, on 11<sup>th</sup> - 14<sup>th</sup> July 2012 at Shah Alam, Malaysia.
18. Special Invitee member to the committee on 'National Award for Best Accessible Website' for the year 2012-13 of Ministry of Social Justice & Empowerment, Govt. of India. New Delhi.
19. Participated as an expert, ISL interpreter-invited, in the field of accessible communication, in the two day's zonal consultation on "Right to health of persons with disabilities" which is organized by Human Rights Law Network (HRLN) in collaboration with Indian Association of Muscular Dystrophy (IAMD) and the National Alliance on Access to Justice for persons living with Mental Illness (NAAJMI) on 22nd and 23rd June 2013 at YMCA Mumbai Central, Mumbai.
20. Invited and Participated in the technical committee meeting to make accessible website for High Court of Mumbai, on the suggestion of Chief Justice of Mumbai High Court and on behalf of the Indian People's Tribunal (IPT),an initiative of the Human Rights Law Network (HRLN) at Mumbai High Court on a collective of lawyers working against human rights violations in India on 5<sup>th</sup> April 2013, which was chaired by Mr. Bobde, Incharge Information Technology, Bombay High Court.
21. Participated in the International Conference 'World DIDAC-India' on 11-13 at Bombay Exhibition Center, Mumbai, India organized by India DIDACTICS Association and attended the workshop on "Assistive Technology for Learning and Assessment in an Inclusive Classroom"

- 22.** Participated and presented research paper 'An Indian Sign Language (ISL) Corpus of the Domain Disaster Message Using Avatar' at International Symposium in Sign Language Translations and Technology (SLTAT-2013) at Chicago (IL) USA, on 18-19<sup>th</sup> Oct. 2013.
- 23.** Invited to Orient the Deaf and Sign Language Interpreters in Mauritius by Govt. of Mauritius at the Mauritius Broadcasting Corporation, Port Louis.Mauritus.
- 24.** Participated with a research paper 'Challenges of Interpreters in Sign Language (ISL) Corpus of the Domain Disaster Message Using Avatar Technology' as the Indian Sign Language Interpreter Association Delegate from India from 24<sup>th</sup> to 28<sup>th</sup> at the International Conference of WASLI & WFD meet in Macau (China).
- 25.** Deputed and trained the participants of Mauritian Sign Language (MSL) from 6<sup>th</sup> to 16<sup>th</sup> April 2015 at SWD, Bea Bassin, Mauritius, as per the Invitation of Ministry of Social Security, Govt. of Mauritius.
- 26.** Invited as Senior Researcher, 2015, Post-doc Research Fellow -at CCD-HumES, Orebro University, Sweden to do research in Multimodal communication
- 27.** Participated with a research paper 'Social Media Networks Among Persons with Disabilities and Demographic Outcomes in the Virtual Learning Spaces' at the International Conference ViLS-2: Virtual Learning Sites as languaging spaces' in 2015, Orebro University, Sweden.
- 28.** Invited by Linguistics Department of Stockholm University, on 14<sup>th</sup> Oct. 2015, as Resource Person in the Higher seminar in linguistics , specializing in sign language, speaking under the heading "Indian Sign Language- Sign Linguistics an Indian Perspective" .
- 29.** Participated and presented research paper 'Subtitling as an Information and Communication Tool for Increasing Literacy' at the International Conference on 'Asian Literacy Conference 2016' Mumbai, India.
- 30.** Participated and presented research paper 'Comprehension of Basic Mathematics Among Children with Hearing Impairment Using Multimedia in Accessible and Non-Accessible Format a Comparative Study' at the International Conference on 'Asian Literacy Conference 2016' Mumbai, India.
- 31.** Participated with a research paper 'Need For Digital Media Convergence of Financial Institutions in India' Third Media Summit - International Conference on Digital Democracy, held on the 19th and 20th of February 2016 at KC College, Mumbai.
- 32.** Invited as Resource Person and participated with a research paper 'A Short Content Analysis Study of Science and Sustainable Development Communication in a Newspaper Daily' at the International Conference on 'Science, Sustainability, Society in the Current Scenario:Challenges and Opportunities' on 20<sup>th</sup> February 2016, conducted by Vikas College, Vikhroli, in association with Indian Association of Aquatic Biologists (IAAB), Hyderabad and Nausahad Ali Sarovar Samvardhini(NASS), Mumbai.

#####

Master level/ Post Graduate Level Dissertation Guidance provided So far:

**Post Graduate Level Dissertations guided:**

<b>MA COMMUNICATION &amp; JOURNALISM STUDENTS GUIDED at Kishinchand Chellarm College, Churchgate, Mumbai, MACJ SEM IV 2013-14</b>			
<b>Sr no</b>	<b>Student Name</b>	<b>Guide &amp; Faculty Name</b>	<b>Topic Approved for DISSERTATION</b>
1	Payal Singh	Dr. P.J Mathew Martin	A Content Analysis Study of Advertising broadcasting on kids channel
2	Anita Nawlani	Dr. P.J Mathew Martin	A Short Study on the Effects of mobile phone on Social communication
3	Poorva Chhatre	Dr. P.J Mathew Martin	A Short Study on the Effects of Internet on Indian Teenagers
4	Amrita R. Verma	Dr. P.J Mathew Martin	A Short Study on the Message in Celebrity Endorsed Advertisement
5	Ravi Jaswani	Dr. P.J Mathew Martin	A Short Study on the Accessibility of college websites of Mumbai University
6	Prajakta Mohite	Dr. P.J Mathew Martin	Content Analysis of Portrayal of women in Advertising: A Study on Creative Values in communication
7	Shrishti Arya	Dr. P.J Mathew Martin	A Short Study on the Changing Trend of Content in Fairness Cream TV Commercials
8	Dhwani Karia	Dr. P.J Mathew Martin	A Short Study on the Changing Trend of Content of FMCG Radio Commercials
9	Amir Khan	Dr. P.J Mathew Martin	A Short Study on the Significance of Uses of Subtitles in Hollywood Movies for Young Viewers
10	Sayed Mohd. Sajid	Dr. P.J Mathew Martin	A Short Study on the Educational Information Programs on a Channel (a case study)
11	Tanvi Seth	Dr. P.J Mathew Martin	Content Analysis of accessibility of Fashion Brand website in India
12	Maphishisha Nongbri	Dr. P.J Mathew Martin	A Short Study on the Changing force of regional language in Indian Media
13	Aashima Jain	Dr. P.J Mathew Martin	A Short Study on the Evaluation TV channel websites based in India
14	Sanchayan Bhattacharge	Dr. P.J Mathew Martin	A Short Study on the Use and effectiveness of subtitles in regional Movie -A research Study
15	Pooja Thanawala	Dr. P.J Mathew Martin	A Short Study on the Role of communication in Celebrity Endorsed Television commercials
16	Neha Nandkarni	Dr. P.J Mathew Martin	Portrayal of men and women in short television commercial advertisement on life Insurance
17	Insha Khan	Dr. P.J Mathew Martin	A Short Study on the Changing style of music in Bollywood
18	Hrishitaa Sharma	Dr. P.J Mathew Martin	A Short Study on the Effects of Military Advertisement on the youth
19	Nikita Kadam	Dr. P.J Mathew Martin	A Short Study on the Matrimonial Websites In India

<b>PGDMDC STUDENTS GUIDED at Ali Yavar Jung National Institute for the Hearing Handicapped, Mumbai-50 For 2013-14</b>				
<b>ROL NO.</b>	<b>NAME OF THE CANDIDATE</b>	<b>RESEARCH GUIDE</b>	<b>DISSERTATION TITLE</b>	<b>LANGUAGE</b>
1	<b>RAJESH RAWAT</b>	Dr. P.J.Mathew Martin	A Study on the Effects of Accessible Format in Cinema on Persons with and Without Disability	English
2	<b>SARVESH SHARMA</b>	Dr.P.J.Mathew Martin	A Short Study on the Effects of Basic Science Multimedia in Accessible Format for Persons with and Without Hearing Impairment.	English
3	<b>BHAGIRATHI</b>	Dr.P.J.Mathew Martin	A Short Study on the Effects of In-Flight Audio/Visual Safety Instructions of Air India in Accessible Format on Persons with and	English

			Without Visual and Hearing Impairment.	
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<b>PGDMDC STUDENTS GUIDED at Ali Yavar Jung National Institute for the Hearing Handicapped, Mumbai-50 For 2012-13</b>				
<b>ROL NO.</b>	<b>NAME OF THE CANDIDATE</b>	<b>RESEARCH GUIDE</b>	<b>RESEARCH CO-GUIDE</b>	<b>DISSERTATION TITLE</b>
1	<b>ANUJA SANKHE</b>	Dr. P.J.Mathew Martin	Dr.Sam Taraporewala	Audio Description of Short Film & its Impact in Education, Information and Entertainment
2	<b>HIMANSHI BHARDWAJ</b>	Dr.Meenakshi Upadhyay	Dr. P.J.Mathew Martin	Elements of Public Relations in the Websites of Non-Government Organizations in India Working for Persons with Disabilities.
3	<b>NISHA PAWAR</b>	Mrs. Daivata Chavan Patil	Dr. P.J.Mathew Martin	Impact of Audio-Described & Captioned Short Films for Persons with Visual & Hearing Impairment
4	<b>PRASANNA SHRINIWAS JOSHI</b>	Dr. P.J.Mathew Martin	Ms. Shilpi Kapoor	Accessibility of Websites of NAAC Accredited Central Universities in India.
5	<b>PUNEET KUMAR GUPTA</b>	Dr. P.J.Mathew Martin	Dr. Sanjay Ranade	Comprehension of Basic Mathematics Among Children with Hearing Impairment, Using Multimedia in Accessible and Non-Accessible Format – A Comparative Study
6	<b>RANA SARGAM SATISH</b>	Dr. P.J.Mathew Martin	Mr. Sharad Sharma	Content Analysis of Grass-root Comics Reflecting Disability Issues
7	<b>SAHASRABUDDHE ASHAY VINAY</b>	Dr.Mangesh Karandikar	Dr. P.J.Mathew Martin	Enhancing Entertainment Value of a Feature Film Among Deaf, Using One or More Signers

<b>List of Dissertation Guided by Dr. P.J.Mathew Martin for the Year 2014-15 For MA COMMUNICATION &amp; JOURNALISM K. C College –Mumbai, Affiliated to University of Mumbai.</b>			
<b>Sr. No</b>	<b>Name of the Student</b>	<b>Topic of Dissertation</b>	<b>Name of Guide</b>
1.	Fiona Poojara	A Short Study on the Attitude of Primary School Children towards Television Cartoon Programs.	Dr. P.J. Mathew Martin
2.	Hesha Parekh	A Short Content Analysis of Semiotics of Television Commercial Advertisements about North East India- A Comparative Study	Dr. P.J. Mathew Martin
3.	Insha Khan Amir	A Short Content Analysis Study of Reportage of Gender Violence in Two Newspaper Dailies	Dr. P.J. Mathew Martin
4.	Kajal Parmar	A Short Study on the Effects of Variations of Fonts Used for Subtitles in a Public Service Advertisement on Viewers	Dr. P.J. Mathew Martin
5.	Kajal Rai	Content Analysis of Portrayal of Autism in Hollywood Films- A Short Comparative Study	Dr. P.J. Mathew Martin
6.	Khushboo Ratda	A Short Content Analysis Study On Pedophilia Related News in Two Newspaper Dailies-A Comparative Study.	Dr. P.J. Mathew Martin

7.	Kunal Keswani	A Short Content Analysis Study of the News on Corruption in a Twitter Account of a Newspaper Daily.	Dr. P.J. Mathew Martin
8.	Manasi Sohoni	A Short Study on the Usability and Accessibility of Digital Library websites in India	Dr. P.J. Mathew Martin
9.	Minal Jaysinh Patel	A Short Content Analysis of the Visual and the Textual Language of Print Advertisement in Bollywood	Dr. P.J. Mathew Martin
10	Natasha Narwani	A Short Content Analysis of the Messages on Advertisements of a Two Wheeler Company	Dr. P.J. Mathew Martin
11	Natasha Patel	A Short Content Analysis on the Information Aspects in Non-Governmental Organization Websites Working for Women Development in Mumbai	Dr. P.J. Mathew Martin
12	Peeyush Chaturvedi	A Short Study of Electronic Commerce Websites in terms of Usability, Interactivity and Accessibility	Dr. P.J. Mathew Martin
13	Pritha Banerjee	A Short Content Analysis of Information in Service Oriented Government & Non-Government Mobile Applications	Dr. P.J. Mathew Martin
14	Priyank Gupta	A Short Survey Study on Gender Bias in Sports Telecast on a Television Channel	Dr. P.J. Mathew Martin
15	Priyanka Jha	A Short Content Analysis Study of Health Communication in a Newspaper Daily	Dr. P.J. Mathew Martin
16	Riddhi Prashant Jadhav	A Short Content Analysis of Political Cartoons in Newspaper Dailies-A Comparative Study.	Dr. P.J. Mathew Martin
17	Saba Ansar	A Short Content Analysis on Human Right Issues in a Newspaper Daily	Dr. P.J. Mathew Martin
18	Srishti Khamesra	A Short Content Analysis Study of Hygiene Advocacy in a Newspaper Daily	Dr. P.J. Mathew Martin
19	Sumyrose Thomas	A Short Content Analysis Study on the Information Elements in Direct to Consumer Information in Prescription Drugs Advertisements and its Effects on Persons Seeking Medical Treatments	Dr. P.J. Mathew Martin
20	Swejal Gangan	A Short Content Analysis Study of Infographics in Newspaper Dailies - A Comparative Study	Dr. P.J. Mathew Martin

21	Vidhi Chedda	A Short Study on the Effects of Short Television Commercial Advertisements about Electronic Retail Services on College Students in Mumbai	Dr. P.J. Mathew Martin
22	Nikhil Vaishnavi	A Short Study on the Content of Communication Elements in the Websites of Multinational Companies in India	Dr. P.J. Mathew Martin
23	Bhavika Jain	A Short Content Analysis Study of the Reportage of Health Issue in a Newspaper Daily	Dr. P.J. Mathew Martin
24	Sanna Nallawala	A Short Content Analysis Study on the Communication Effect on Food Related Websites.	Dr. P.J. Mathew Martin
25	Kaazi Deebea Mahmood	A Short Content Analysis Study on Language Used in Consumer Related Advertisements in a Newspaper Daily	Dr. P.J. Mathew Martin
26	Timmaraju Sai Suman	A Short Survey Study on the Communication Effects of Vehicular Stunts Depicted in the Indian Commercial Television Advertisements on the Youth of South Mumbai	Dr. P.J. Mathew Martin
27	Deepak Mishra	A Short Content Analysis on the Stylistic Devices Used in the Political Speeches of Prime Minister of India	Dr. P.J. Mathew Martin

<b>MA COMMUNICATION &amp; JOURNALISM STUDENTS GUIDED at Department of Communication &amp; Journalism, University of Mumbai, Kalina, Vidyanagari Mumbai-98., MACJ SEM IV 2014-15</b>			
<b>Sr. no</b>	<b>Student Name</b>	<b>Guide &amp; Faculty Name</b>	<b>Topic Approved for DISSERTATION</b>
1	Amrin Moger	Dr. P.J. Mathew Martin	A Comparative Study of Language Used in English Newspaper Dailies of Mumbai in Addressing Disability Related Issues.
2	Sagar Bhalerao	Dr. P.J. Mathew Martin	A Short Content Analysis Study on Representation of Disability in the Newspaper Dailies in Mumbai
3	Vency Nadar	Dr. P.J. Mathew Martin	A Short Study of Accessibility of Website of National and Regional Newspaper Dailies in India.

