



(DEEMED TO BE UNIVERSITY)



**CATEGORY 1
UNIVERSITY**
BY MHRD, Govt. of India

**KL ACCREDITED BY
NAAC WITH A++
GRADE**

**nirf
2024**

NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

**RANKED 22
AMONG ALL
UNIVERSITIES**

**45 YEARS OF
EDUCATIONAL
LEADERSHIP**

ANIMATION AND GAMING



DIGITAL MEDIA AND COMMUNICATION

DIGITAL MEDIA AND COMMUNICATION



ABOUT THE RESEARCH CENTER

Digital Media and Communication Research Center is a hub for advanced study and innovation in media, communication technologies, and digital platforms. These centers are essential for fostering research, experimentation, and collaboration between academia, industry professionals, and students.

It is a hub for advanced study and innovation in media, communication technologies, and digital platforms. These centers are essential for fostering research, experimentation, and collaboration between academia, industry professionals, and students. Below are the key components and functions of such a research center:



VISION

To create a globally connected society where digital media enhances communication, fosters understanding, and empowers individuals to engage meaningfully in a dynamic digital landscape.



MISSION

Our mission is to explore, innovate, and educate on the role of digital media in communication. We aim to analyze its effects on personal interactions, societal norms, and information accessibility, while promoting responsible use and ethical practices in the digital realm.

OBJECTIVES

- 1 Innovate in Digital Media Production
- 2 Enhance Research on Media Consumption and Behavior
- 3 Integrate Emerging Technologies
- 4 Promote Ethical Media Practices

KEY RESEARCH AREAS

Researching how emerging technologies are shaping the future of media and communication

Media Innovation and Emerging Technologies

Focuses on how digital platforms shape public opinion, political discourse, and social movements.

Digital Media and Public Opinion

Studying the social, political, and cultural effects of digital media, including misinformation, online activism, and digital literacy.

Media Impact on Society

Examines the psychological effects of social media identity, usage, including anxiety, depression, and self-esteem. Investigates the role of digital communication in shaping behavior and identity.

Social Media on Behaviour

OUR TEAM



Dr. Pendyala John Adinarayana

Assistant Professor, Group Head

Expert in the fields of Media Studies, Advertising, Journalism, Visual Communications, and Digital Media. More than 15 years of experience at the University level. Distinguished record of research and publication in academic journals all over the world.



Subhash Yalavarthy

Assistant Professor, Head

I am desperate about the animation and visual effects, chosen my career towards designing and animation and started my career as an animator and worked for several Indian feature films and commercials.



Mr. Jaladi Rajendra Kumar

Assistant Professor, Deputy Head

Expertise in digital media careers like Motion Graphics and 3D Environment Design, particularly in International production environments and Academic practices. With a recognized career marked by contributions over 24 years of Experience, he brings a wealth of knowledge and hands-on experience to guide aspiring individuals through the sophisticated landscapes of digital media.



Hari Krishna Silamanthula

Assistant Professor

Academician and Researcher with Masters in Msc Electronic Media from Pondicherry Central University and MA Journalism and Mass Communication. Media educator and active participant who likes to guide the students with their ideas and thoughts. Broadcast Journalism, Development communication, New Media, Media Law, Television Production, Advertising & PR, Photography, Documentary Film Making, Media and Communication Research. He Participated in national and international Conferences and workshops.

EQUIPMENT DETAILS



Audio Production Suite

- Soundproof recording booths for high-quality audio
- Studio microphones, mixers, and audio interfaces
- Audio editing software (Pro Tools, Logic Pro, Audacity)

Photography Studio

- Create a space with controlled lighting, backgrounds, and settings that allows photographers to experiment with various techniques and styles without external distractions.
- Ensure that the studio is equipped with professional lighting equipment, reflectors, and backdrops to achieve optimal results in portrait, product, and fashion photography.



Live mixer studio

- Audio Mixer Console
- Microphones
- Studio Monitors
- Headphones
- Audio Interface



EQUIPMENT DETAILS

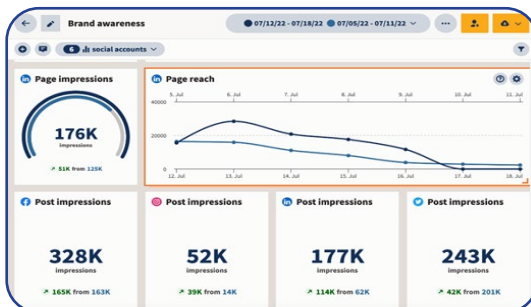


Graphic Design and Animation Workstation

- Computers equipped with Adobe Creative Suite (Photoshop, Illustrator, After Effects)
- 2D and 3D animation software (Blender, Maya, Cinema 4D)
- Drawing tablets and styluses for digital illustration and animation

Interactive Media Development Area

- Software for creating interactive media content (e.g., apps, websites)
- User experience (UX) design tools and prototyping software
- Platforms for game development and multimedia storytelling



Social Media Analytics Tools

- Data collection tools for analyzing social media trends and engagement
- Social media listening platforms (Hootsuite, Sprout Social)
- Sentiment analysis software to gauge audience reactions

Collaborative Workspaces and Digital Classrooms

- Virtual meeting rooms with conferencing tools (Zoom, Microsoft Teams)
- Digital whiteboards for brainstorming and collaborative projects
- Real-time editing tools for team projects (Google Workspace, Microsoft 365)



HIGHLIGHTS OF CENTER

Workshops and Training: Regular workshops on digital media tools, software, and technologies to keep researchers and students updated with industry standards.

Certificate Programs: Offering specialized programs in digital media production, digital marketing, and data analytics for media professionals and students.

Research Fellowships: Providing fellowships and grants for students and researchers to work on projects related to digital media and communication.

PUBLICATIONS

Dr. John Adinarayana

1. A Semiotic Study on Decoding Visuals: Contemporary Advertising Messages, January 2018, Journal of Advanced Research in Dynamical and Control Systems 10(8)
2. A Study on Effectiveness of Social Media Advertising and their Purchase Intentions, Journal of Survey in Fisheries Sciences 10(2)1213-1220
3. Modern Techniques of Promoting the Banking Financial Services and Insurance (Bsfi), International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075 (Online), Volume-8 Issue-10, August 2019.
4. The Role of Shaping Fin-Tech Services: Social Media Marketing, International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075 (Online), Volume-8 Issue-10, August 2019
5. Views of teenagers towards the new wave of digital advertisements, IJCRT2308709 International Journal of Creative Research Thoughts (IJCRT)
6. Effectiveness of Animated Ad Films: A Semiotic Analysis, Turkish Online Journal of Qualitative Inquiry (TOJQI) Volume 12, Issue 3, July 2021: 5508-5517
7. Usage of Semiotics and it's science in Advertisements: Teenagers' Perception, European Journal of Molecular & Clinical Medicine ISSN 2515-8260 Volume 07, Issue 06, 2020

TEXT BOOKS

Dr. John Adinarayana

1. Advertising semiotics decoding the language of persuasion, Diamond Publishing, 978-8119097760
2. A MAN of Vision, Binding: Paperback, Publisher: BOOK, ISBN: 9788119097043, Edition: 1, 2024.
3. Advertising And Public Relations : Building Connections And Impactful Communication, Booksclinic Publishing (7 June 2024).

Mr. Subhash Yalavarthy

1. Business communication ,ISBN: 9789356253964

Hari Krishna. S

1. Understanding the Cinematic Realm of Christopher NolanDecoding the Magic Beyond the Screen

CAREER OPTIONS

A digital media and communication research career offers diverse opportunities for professionals interested in exploring the intersections of technology, communication, and society. With roles ranging from researchers and analysts to educators and strategists, individuals in this field can contribute significantly to understanding and shaping the future of digital communication and media. As technology continues to evolve, the demand for skilled professionals in this area is expected to grow, making it an exciting and rewarding career path.

- ❖ Digital Media Analyst
- ❖ Social Media Strategist
- ❖ Content Creator and Digital Storyteller
- ❖ Media Researcher
- ❖ Data Analyst in Media and Communication
- ❖ Digital Marketing Specialist
- ❖ User Experience (UX) Researcher
- ❖ Multimedia Production Manager
- ❖ Public Relations Specialist
- ❖ Virtual and Augmented Reality Developer
- ❖ Digital Journalism and Data Reporter
- ❖ Media Consultant
- ❖ Communication Technology Specialist
- ❖ Digital Ethics and Policy Advisor
- ❖ University Lecturer or Academic Researcher in Media Studies❖

FOR MORE INFORMATION

Dr. Pendyala John Adinarayana

KL Animation and Gaming, e-mail: johnadinarayana@kluniversity.in



(DEEMED TO BE UNIVERSITY)



**CATEGORY 1
UNIVERSITY**
BY MHRD, Govt. of India

**KL ACCREDITED BY
NAAC WITH A++
GRADE**

nirf
2024 NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK

**RANKED 22
AMONG ALL
UNIVERSITIES**

**45 YEARS OF
EDUCATIONAL
LEADERSHIP**