



Notice for the PhD Viva-Voce Examination

Mr B J Shailendra Phani Kumar, Registration Number: 1930074, PhD Scholar at the Department of Media Studies, School of Social Sciences, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Friday, 28 November 2025 at 11.15 am in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru – 560029, Karnataka, India.

Title of the Thesis	:	Environmental Communication Strategies in Civil Society Formations: A Phenomenological Study of Marupakkam and PMANE
Discipline	:	Media Studies
External Examiner - I	:	Dr Kanchan K Malik Professor Department of Communication University of Hyderabad Professor CR Rao Road, Gachibowli Post Hyderabad - 500046 Telangana
External Examiner - II	:	Dr A F Mathew Professor Humanities & Liberal Arts in Management Indian Institute of Management, Kozhikode IIMK Campus Post, Kozhikode - 673570 Kerala
Supervisor	:	Dr Meljo Thomas Assistant Professor Department of Media Studies School of Social Sciences CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 12 November 2025


Registrar (Academics)

ABSTRACT

The thesis 'Environmental Communication Strategies in Civil Society Formations: A phenomenological Study of Marupakkam and PMANE (Peoples Movement Against Nuclear Energy)' examines the role of strategic communication in environmental advocacy, focusing on the phenomenological study of Marupakkam's Green Film Festival, 2022 and the People's Movement Against Nuclear Energy (PMANE). The study highlights how these civil society formations utilise diverse communication strategies to inform, engage, and mobilise communities through detailed phenomenological research, including in-depth interviews, content analysis of digital media, and participant observations. Marupakkam utilises narrative films to raise environmental awareness among youth, while PMANE employs conventional media and digital campaigns to combat nuclear power plants. The findings demonstrate that effective communication strategies increase public awareness and foster significant community engagement and mobilisation, contributing to broader environmental advocacy. This research underscores the need for adaptive communication approaches that resonate with local contexts and challenges, offering valuable insights for enhancing future environmental movements and policies. Building on these insights, the study proposes an 'Integrated Communication Model for Social Movements' and a 'Dynamic Communication Framework for Environmental Advocacy'.

Keywords: *Environmental communication, Communication strategies, Civil society formations (CSFs), Phenomenological study, Marupakkam, People's Movement Against Nuclear Energy (PMANE), Film screenings, Anti-nuclear mobilisation, and Environmental advocacy*

Publications:

1. **Boora, S.,** Karakunnel, M. T., & Savarimuthu, X. (2022). Environmental communication research. *International Journal of Health Sciences*, 6(S5), 11453–11468. <https://doi.org/10.53730/ijhs.v6nS5.11110>
2. **Boora, S., & Karakunnel, M. T.** (2023). India's environmental policy paradox: dissecting India's budgetary allocations for environment. *International Journal of Environmental Studies*, 80(5), 1216-1234. <https://doi.org/10.1080/00207233.2023.2242735>
3. **Boora, S.** (2023). Contradictions in conservation: India's forest (conservation) amendment bill, 2023. *International Journal of Environmental Studies*, 80(5), 1212-1215. <https://doi.org/10.1080/00207233.2023.2247929>
4. **Boora, S., & Karakunnel, M. T.** (2023). Media Framing of Indian Green Fiscal Policy: A Survey of Environmental Policies Across Online News Portals. *Environment and Ecology Research*, 11(5), 712-726. <https://doi.org/10.13189/eer.2023.110502>.
5. **Boora, S., & Karakunnel, M. T.** (2024). The SDG conundrum in India: navigating economic development and environmental preservation. *International Journal of Environmental Studies*, 81(2), 961-976. <https://doi.org/10.1080/00207233.2024.2323321>
6. **Boora, S., & Karakunnel, M. T.** (2024). Indian Green Fiscal Policy: Quantitative Analysis of Media Coverage in Online News Portals. In Dimitrios A. Karras Srinesh Thakur, and Sai Kiran Oruganti (Eds.) *Integrating Advancements in Education, and Society for Achieving Sustainability: Research and Evidence-Based Strategies from the Developing World* (pp131-136). Taylor and Francis. <https://doi.org/10.4324/9781032708461>
7. **Boora, S** (2024, February 2024). The green challenge: India needs to go beyond mere declarations. *Deccan Herald*. <https://www.deccanherald.com/opinion/the-green-challenge-india-needs-to-go-beyond-mere-declarations-2890282>