

CURRICULUM VITAE

Name and Address : **Dr. SAPNA. M. S.**
Asst. Professor
DOS in Communication and Journalism,
Mysore University,
Manasa Gangotri – 570 006,
Karnataka State, India.
Tel:0821- 2419510 (0)
Mobile: 9845485234,
E-mail: splashsapna@gmail.com

Residence:
#880, II Stage,
Vinaya Marga
Siddarthanagar,
Mysore – 570 011.

Date of Birth : 12 June ,
Gender : Female
Nationality : Indian

ACADEMIC QUALIFICATIONS:

1. B.A. University of Mysore, 1999. (Public Administration, Literature & Journalism).
2. M.A. University of Mysore, 2001 (Journalism and Mass Communication)
3. Phd. University of Mysore 2010 (Journalism and Mass Communication)

ACHIEVEMENTS:

1. I Rank in M. A., 4 Gold Medals, 3 Cash Prizes.
2. VIII Rank in B. A., 2 Cash Prizes.

AREAS OF SPECIALIZATION:

Electronic Media , Reporting, Corporate Communication & Environmental Journalism,

TEACHING EXPERIENCE:

Lecturer in Mahajana College and JSS Women's College, Mysore.

ADMINISTRATIVE EXPERIENCE:

1. Faculty Advisor, PG Ladies Hostel (Old Wing), University of Mysore, Mysore. (6 Years)
2. Member, Core Committee, University of Mysore, Mysore (2 Year)
3. BOS member, Dept of Communication and Journalism UOM
4. Member, BOS ,JSS women's college Mysore .
5. BOE chairperson , DOS in MCJSS

YEARS OF EXPERIENCE:

9 YEARS

CONTRIBUTIONS:

Writing Articles for National Dailes

Freelancing for Times of India (By lines 60 in number till date)

PARTICIPATION:

1. Presented a Paper on "**Training for Careers in Journalism**" at the National Seminar conducted by NMKRV, Bangalore, February 4 & 5, 2004.
2. Presented a Paper on "**Health Communication**" at Madurai Kamaraja University, March 21 to 23, 2004.
3. Attended a Refresher Course on "**New Media and its Challenges**" at Bangalore University, Bangalore March 16 to April 6, 2005.
4. Attended a National Seminar on '**Environmental Concerns & Media**' at Mangalore University on 3 & 4 Mar, 2005.
5. Participated in the National Seminar (UGC Sponsored) on '**Media for the Mass/Media for the Market** ' NMSM Govt. College Kalpatta, Kerala, Nov 21 – 23, 2005.
6. Participated in the National Seminar '**Quest for Quality & Excellence in Higher Education**' organized by Besant's Womens' College, Mangalore, Feb 14 & 15 2006.
7. Participated in the National Seminar on '**Environment & Media**' Mangalore Univresity, Mar 21 & 22, 2006.
8. Resource Person for the National Seminar on '**Media and Human Development**' organized by AMIC-India, Mysore, Sept 16&17, 2006.
9. Participated in the Refresher Course on '**Emerging Trends in Media**', ASC Shimla HP University Dec 11 – 30, 2006.
10. Participated in National Seminar '**Regional Press in India – New Era New Challenges**' conducted by University of Pune, DOS in Communication from Feb 12-14, 2007.

11. Presented a paper on '**Media & Farmers**' at the National Seminar conducted by Journalism Department, Punjab University, Patiala, March 11-14, 2007
12. Presented a paper on **Private News Channels in India**, at the National Seminar conducted by Pudicherry Media Forum , Pudicherry July 14-15, 2007
13. Participated in an International conference, organized by Bangalore university on **Indian Theatre and West**, Jan 24-26th 2008
14. Presented a paper on **Learning Technology For Journalism**, in a national seminar organized by St Xavier's college(UGC sponsored) Goa, Jan 18-19, 2008
15. Presented a paper On Coverage of **Environmental Issues in Print Media** , in a national seminar (UGC sponsored) at Varanasi, Feb 1-3 2008.
16. Presented a paper on **Community Radio As a Development Catalyst**, in the national seminar organized by MICCI and FDS in Mysore, march 7-8 2008.
17. Resource person. for the programe oragnised by RIE in Mysore, on **Career Opportunities in Journalism**. March 1. 2008 .
18. Participated in the workshop on **Breaking News vls News that Break, the role of media**, Organised by PRCI, Bangalore Chapter, March 26th , 2008
19. Presented a paper on **Parallel cinema in India**, at the national seminar at pondicherry , july 12-13, 2008.
20. Presented a paper on **Prime Time Crime**, at the national seminar at Archarya Nargarjuna University, Mar 15-17, 2009 Guntur, Andrapradesh.
21. Participated in the PRO active global meet on the **role of PR and Corporate Communications** with special emphasis on social issues, conducted by Public Relation Council of India. APRIL 3-4, 2009, Bangalore.
22. Presented a research paper on **Internal Communication strategies**, in international seminar, puducherry, July 18.19.2009.
23. Participated in the regional seminar organized by MICCI and FES India, on **Role of RTI and Media**, aug 12-13, Mysore.
24. Participated in the one day faculty development program on **Data Analysis Using SPSS 17.0**, on 14th Sep 2009, Organized by Statistics Dpmt Uom.
25. Participated in the national seminar on the topic "**Role of Media Educators**" organized by the department of Communication, Dharwad University, dharwad, Karnataka on Jan 29-30, 2010.
26. Presented a paper on the topic "**Crime related programs on Television**" at the national seminar held on jan 21-22, 2010, organizaed by the dept of Electronic Media and Mass communication I Pondicherry University, Pondicherry.
27. Presented a paper on the Topic "**Media and Human Rights**", at the national seminar on Media, Education and Development, Organized by the dept of Communication, Manonmaniam Sundarnar University, Thirunveli Tamilnadu on feb 26.27.2010.

28. Presented a paper on the Topic “**Challenges and Role of Media Educators**” at the national seminar conducted by NMKRV and Karnataka Journalism and Communication Teachers Association at Bangalore, on 10 April 2010.
29. Presented a paper on the topic, **CSR in Public and Private organizations, A Case study of Karnataka**, at Archarya Institute of Media Studies, April 16-17, 2010.
30. Presented a paper on the topic, **Paid News—Sale of Fourth Estate**, at the UGC sponsored National seminar at SDM, PG department of Media Studies, Ujire, Mangalore. Oct 26-27, 2010.
31. Presented a paper on the **Topic What ails Indian Media, - Corporate or Political Influence**, at the national seminar conducted by Periyar University, Salem, Tamilnadu, Nov 21-22, 2010.
32. Presented a paper on the topic, **Media intervention for the empowerment of DNT’s** , at the national conference conducted by the Dept of Social Inclusive and exclusive , University of Mysore, on Dec 23-24, 2010.
33. Presented a Paper on **Women in the Corporate Sector** , at the National Seminar organized by the Women’s study Centre and CSIE, University of Mysore on March 22-23, 2011.
34. Presented Paper on **New Media and Environmental Issues** at the National seminar Organized by the Dept .of Communication, Bangalore University, March 16-17, 2011
35. Presented Paper on **Impact of Social Networking Sites on Students of UOM**, in international seminar, Organized by Calcutta university, Kolkata , on 9th Jan 2012
36. Presented a paper on **New media and News Channels** at the UGC sponsored 2 day National Seminar at Surendranath College, Kolkata On 11-12, 2012
37. Presented a paper on Coverage of Women Issues in National Daily, at the National Seminar **Gender Discrimination in Media** Organised by MICCI and Write for development at Mahajan College on 25-26 , Jan 2012.s
38. Presented a paper on **Mobilizing Public Opinion through Social networking sites- A Case study of NDTV** at the 2 day UGC sponsored at Sri Padmavathi Women’s University, Tirupathi.on Feb 9-10, 2012
39. Presented a research Paper on **Community Radio in Distance Education – A case Study of Gyanvani Mysore** , at the national seminar held in MSU university Thirunelveli , Tamilnadu Feb 17-18 2012.

PUBLICATION:

1. *"Health Education in India"* (Co-Author), www.Whatisindia.com, Bangalore, February 2005.
2. *"Training for Careers in Journalism"* (Co-Author), www.Whatisindia.com, Bangalore, March 2005.
3. Article published in the book titled '**Radio and Television in India' 2007 on the topic, Private news channels in India, brought out by Pudicherry Media Forum**
4. Article published in the book titled '**Art of Cinema, 2008 brought out by Pudicherry Media Forum**
5. Research article published on **Trends of Internal Communication**, in **Communication Today**, Media journal, Jaipur University 2008. Rajasthan.
6. Article published in the book titled '**Art of Advertisement, 2009 brought out by Pudicherry Media Forum.**
7. Research article published on **Social Media as a tool**, in Communication Today, 2010 June Media Journal, Jaipur University Rajasthan.
8. Research Article on **Human Rights and Citizen Journalism in India with special reference to blogging**, July 2010, in The journal of Media Studies, in refereed Journal, by Department of Communication Manonmaniam Sundarnar University, Tirunelveli.
9. Research Article on **Social Networking Sites(SNS) . A study and its impact on students of University of Mysore**, Published in Media Journal, Issues of Journalistic Ethics and freedom in Contemporary age of Digital Media, By Calcutta University. Jan -2012
10. Article published on **Media in Maldives**, in Communication today, Jan-Mar 2012, Jaipur University, Rajasthan.

RESPONSIBILITIES IN THE UNIVERSITY

1. Warden, P.G. Ladies Hostel (2003- 2009)
2. Member Core Committee
3. Member, BOS, Communication & Journalism
4. Member, UGC, Excellence Committee, UOM
5. Member, Faculty of Arts.
6. Member Convocation Committee, Media Relations
7. Member, BOE, Diploma in Film studies, UOM
8. Member, Core Committee, University of Potential Excellence. Humanities.

9. Chairperson, BOE DOS in Communication and Journalism , UOM , Mysore

OTHER MEMBERSHIP

1. **Member Public Relations Council of India (PRCI), Bangalore**
2. **Secretary, PRCI , Mysore Chapter**
3. **Member , NIPM , Mysore Chapter**

Awards and recognition

- Selected by Rotary International for the **GSE (Group Study Exchange Program)** as a delegate to **Brazil**, as a cultural ambassador for 4 weeks. (May 2007)
- Awarded As the Best Secretary by **PRCI (Public Relations Council of India)** 2008, Bangalore, for Mysore Chapter.
- Recipient of **Sir M.V. Vishweshwaraiah Global Leadership Award , 2012**, for excellence in Education by **Gulbarga University** Gulbarga and **ACHEMS , Karnataka Chapter , June , 2012**

Resource Person

1. Conducted Workshop for **Corporate Mangers in KPCL**, Bangalore on Internal Communication
2. Training programs for Communication Faculties on **New Trends in Communication Education**
3. **Visiting Faculty** at Various Colleges of Journalism
4. Conducted Short Term workshop for **Reporters , Script Writers and Announcers.**

Countries Visited

1. Was a visiting Faculty at **Maldives National University , Male, Maldives** for 5 months

Projects:

UNESCO projects in association with MNBC, Maldives has a trainer for working journalists

