

06) Research Publications of the Journalism Faculty.

Sl. No.	Name of the Professor	Title	Name of the Journal/ Book/ Paper	Status of the Journal/ Books and place of publication/ publishers	Date, month and year of publication
1.	Prof.N.Mamatha	“Role of new media in grass root development In Karnataka”	International Journal Geographical Analysis. Vol.4, Issue-2,	ISSN No.2319-5371	2022
2.	Prof.N.Mamatha	Theatre, Culture and Development: An assessment and prepositions	Dhwani Prakashana	ISBN – 978-81-926862-2-6	2017
3.	Prof.N.Mamatha	Caste, Community and Cultural Identities of Dalits in Karnataka	Dhwani Prakashana		2017
4.	Prof.N.Mamatha	Impact of Social Democracy	Govt. First Grade College, Bengaluru.		2016.
5.	Prof.N.Mamatha	Educational Research International : Templates Customization in Television News channelsin India	Educational Research International	ISSN No. 2307-3721, eISSN-2307 3713	2016

6.	Prof.N.Mamatha	Educational Research International : Contemporary Relevance of Television Templates		ISSN – 2223-9553	2016
	Prof.N.Mamatha	Theater Research		ISBN – 978-81-926862-2-6	2016
7.	Prof.N.Mamatha	Theater, Culture and Development: An Assessment and Propositions			2017
8.	Prof.N.Mamatha	Women Empowerment, Skill Enhancement and Media: Prospects and Challenges		ISBN – 978-93-80570-26-6	2017
9.	Prof.N.Mamatha	Violation of Women Rights and Coverage of Media (With Special Reference to Karnataka State)	Global Books Organisation	ISBN NO: 978-93-80570-26-6	2017
10.	Prof.N.Mamatha	New Media in India: Current Trends and Future Prospects A series of Essays	Global Books Organisation	ISBN – 978-93-84312-76-3	2017

11.	Prof.N.Mamatha	Role of New Media Kerala Tourism Promotion : An Analysis			2018
12.	Prof.N.Mamatha	Challenges Faced by Youth in Contemporary Scenario: Influence of Social Media on Young Generation	Govt, First Grade College, Rajajinagar, Bengaluru	ISBN – 978-81-930080-6-5	Feb, 2016
13.	Prof.N.Mamatha	Relevance of Weather Forecasting in Modern Times	EPRA International Journals of Economics and Business Review	ISSN – 2349-0187	2016
14.	Prof.N.Mamatha	Role of media in Climate Change Management	International Journal of Economic and Business Review. 2016	ISSN NO. 2349 - 6738	2016
15.	Prof.N.Mamatha	The concept of Mythological plays in Kannada Theatre	International Journal of Academic Research	ISSN NO. 2348-7666	Jan, 2016
16.	Prof.N.Mamatha	Impact of ICT on Theatrical Performance	International Journal of Academic Research	ISSN NO. 2348-7666	Nov, 2016
17.	Prof.N.Mamatha	Professional Ethics v/s Market Considerations : The State of Contemporary Journalism	International Journal of Academic Research	ISSN NO. 2348-7666	Feb, 2016

18.	Prof.N.Mamatha	Impact of ICT on Theatrical Performance	International Journals of Academic Research: Voice of Intellectuals	ISSN NO. 2348-7666 :	May, 2018
19.	Prof.N.Mamatha	Travel Journalism Possibilities and Challenges of Infotainment – JournalismConcept	International Journal of Academic Research	ISSN NO: 2348-7666 Vol.5 issue.1	Jan, 2018
20.	Prof.N.Mamatha	ಮೈಸೂರಿನ ಜ್ಞಾನವಾಣಿ ಸಮುದಾಯ ಬಾನುಲಿ ಒಂದು ಅಧ್ಯಯನ	International Journals of Academic Research Issue 8(1)	ISSN No. 2378-7666	2016
21.	Prof.N.Mamatha	ಮೈಸೂರು ನಗರ ಪೊಲೀಸರ ಕಾರ್ಯಕ್ಷಮತೆಯನ್ನು ಹೆಚ್ಚಿಸುವಲ್ಲಿ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮದ ಪಾತ್ರ	International Journals of Academic Research	ISSN No. 2378-7666	2018
22.	Prof.N.Mamatha	Media Messenger : The Role of Community Radio in Waste Management	Media Messenger Vol-I, Issue-II	ISSN – 2455-2046	2010
23.	Prof.N.Mamatha	Influence of Social Media on Young Generation	National Level Seminar on Challenges faced by youth in contemporary scenario	ISBN 978-81-930080-6-5	2016
24.	Prof.N.Mamatha	Challenges and Opportunities in Higher Education : Issues, Challenges	Hruthvika Publications, Sadashivanagar,	ISBN – 978-	Apr,2016

		and Suggestion in Higher Education Current Scenario in India	Belgaum	81-928928-9-4	
25.	Prof.N.Mamatha	ಕರ್ನಾಟಕ ವಿಧಾನಮಂಡಲ ಕಲಾಪಗಳ ವರದಿಗಾರಿಕೆ	International Journal of Academic Research		2017
26.	Prof.N.Mamatha	ಕರ್ನಾಟಕ ವಿಧಾನಮಂಡಲ ಕಾರ್ಯವಿಧಾನ ಮತ್ತು ನಡವಳಿಕೆಯ ನಿಯಮಗಳು	International Journal of Academic Research	ISSN- 2348-7666.	2017
27.	Prof.N.Mamatha	ಭಾರತದಲ್ಲಿ ಕೃಷಿ ಅಭಿವೃದ್ಧಿ : ಒಂದು ಅವಲೋಕನ	Institute of Praja Vikasa	766	2018
28.	Prof.N.Mamatha	ಭಾರತದಲ್ಲಿ ದೂರದರ್ಶನ ಬೆಳವಣಿಗೆ	Institute of Praja Vikasa		2018
29.	Prof.N.Mamatha	ಕೃಷಿ ಅಭಿವೃದ್ಧಿಯಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಪಾತ್ರ	Institute of Praja Vikasa	ISSN - 2454-678X	2018
30.	Prof.N.Mamatha	ದೂರದರ್ಶನ (ಡಿಡಿ-1) 'ಕೃಷಿ ದರ್ಶನ' ಕಾರ್ಯಕ್ರಮ ಪ್ರಸಾರ	Institute of PrajaVikasa	ISSN - 2454-678X	2018
31.	Prof.N.Mamatha	ಬುಡಕಟ್ಟು ಸಮಾಜ ಮತ್ತು ಸಂಸ್ಕೃತಿ	-	-	2018
32.	Prof.N.Mamatha	ಹೆಚ್. ಡಿ.ಕೋಟೆ ತಾಲೂಕಿನ ಬುಡಕಟ್ಟು ಜನಾಂಗಗಳ ಭದ್ರತೆ-ರಕ್ಷಣೆ : ಒಂದು ಅಧ್ಯಯನ	Rachana Prakashana		2014

33.	Prof.N.Mamatha	Newspapers and Political News in Sikkim: An Analysis	International Journal of Research and Analytical Reviews	ISSN NO. 2348-1269	2020
34.	Prof.N.Mamatha	A Study and uses of Media among people of Sikkim	Indian Journal of Research	ISSN NO. 2250-1991	2020
35.	Prof.N.Mamatha	ಕನ್ನಡ ಪತ್ರಿಕೋದ್ಯಮ	ಮಾನವಿಕ ಕನ್ನಡ ಸಾಹಿತ್ಯ ಪರಿಷತ್		2020
36.	Prof.N.Mamatha	Role of Journalism in the protection of Women Rights - The perspective	Karnataka State Higher Education Council and Tumkur University		2011
37.	Prof.N.Mamatha	50 Years of Media Education and Contributions of University of Mysore: to Indian Media Education	Odisha University Future of Media Education	ISBN: 978-93-5578-195-6	2021
38.	Prof.N.Mamatha	ಅಪರಾಧ ಪ್ರವೃತ್ತಿ ನಿವಾರಣೆಯಲ್ಲಿ ಮಾಧ್ಯಮಗಳ ಪಾತ್ರ	ಸಂಶೋಧನಾ ಮಾರ್ಗ	ISSN: 2454-678X	2024
39.	Prof.N.Mamatha	ಕನ್ನಡ ಮುದ್ರಣ ಮಾಧ್ಯಮ ಮತ್ತು ದೃಶ್ಯ ಮಾಧ್ಯಮಗಳಲ್ಲಿ ಅಪರಾಧ ಸುದ್ದಿ: ಒಂದು ತುಲನಾತ್ಮಕ ಅಧ್ಯಯನ	ಸಂಶೋಧನಾ ಮಾರ್ಗ	ISSN: 2454-678X	2024
40.	Prof.N.Mamatha	ಪ್ರವಾಸಿ ತಾಣಗಳ ಮೇಲೆ ಸಾಮಾಜಿಕ ಮಾಧ್ಯಮಗಳ ಪ್ರಭಾವ	International journal of Kannada Research-2024	ISSN;2454-5813	2024

41.	Prof.N.Mamatha	ಪ್ರವಾಸೋದ್ಯಮದಲ್ಲಿ ಮುದ್ರಣ ಮಾಧ್ಯಮದ ಪಾತ್ರ	International journal of Kannada Research-2024	ISSN;2454-5813	2024
42.	Prof.N.Mamatha	Facets of Inter Cultural Communications	Dhwani Prakashana		2020
43.	Prof.N.Mamatha	Editor of Ranga Banavasi			2016
44.	Prof.C.K. Puttaswamy	Smart phones and e- commerece: a study on women's smartpho ne usage.	International Journal of Multidisciplinary Research Review (IJM DRR)	Slaa publications pvt ltd banglore- 560032 karnataka, india	2016
45.	Prof.C.K. Puttaswamy	Impact of Social Media on Child Education	Educational Development and Social Welfare	Lalu Enterpress UK Ltd.	January 2018
46.	Prof.C.K. Puttaswamy	"CUSTOMER RELATIONS MANAGEMENT IN CORPORATE HOUSES: A PERSPECTIVE"	"International Journal of Business and General Management (IJBGM)	Online Journal	Aug-Sep2020
47.	Prof.C.K. Puttaswamy	Use of ICT in Agriculture: A study of Farmers Among Mysore District- Karnataka	Multi – disciplinary peer reviewed/refereed International research journal	Peer reviewed/refereed International research journal	2022
48.	Prof.C.K. Puttaswamy	International Innovative Journal Impact Factor	Periodic Research Multi – disciplinary peer reviewed/refereed International research journal	Social Research Foundation, Kanpur	2022
49.	Prof.C.K.	Social media as	Indian Journal of	SRUJANI	6 January-

	Puttaswamy	platform for activism among Iraq youth: An analysis	Innovative Research and Development	Publication ISSN:2583-3510	February 2023
50.	Prof.C.K. Puttaswamy	Depiction of Iraq Youth In Mainstream Indian And Iraq Media -A Study	Indian Journal of Innovative Research and Development Multi-disciplinary International Research Journal	SIRDF JournalsISSN:2583-3510	Volume 1 Issue 6 January-February 2023.
51.	Prof.C.K. Puttaswamy	ವಾಕ್-ಶ್ರಾವಣ ದೋಷವುಳ್ಳ ಮಕ್ಕಳಲ್ಲಿ ಮಾಧ್ಯಮ ಸಾಕ್ಷರತೆ-ತುಮಕೂರು ಜಿಲ್ಲೆಯನ್ನು ಅನುಲಕ್ಷಿಸಿ ಒಂದು ಅಧ್ಯಯನ	National Conference on Media Literacy in the Digital Era	Postgraduate Department of Journalism & Mass Communication, Tumkur University,	21 July 2023
52.	Prof.C.K. Puttaswamy	Impact of femvertisements on rural women with reference to Mysore district of Karnataka state	Periodic Research Multi – disciplinary peer reviewed/refereed International research journal	Peer Reviewed and Refereed Journal	30 April 2024
53.	Prof.C.K. Puttaswamy	Role of Newspapers on Pollution control and development in Bengaluru city- An Overview	SRUJANI, Indian Journal of Innovative Research and Development	SIRDF Journal	February 2025
54.	Prof.C.K. Puttaswamy	Print media coverage on Bengaluru city pollution and sustainable environmental development	SRUJANI, Indian Journal of Innovative Research and Development	SIRDF Journal	March 2025
55.	Prof. Niranjan	Patrakartaragi Gandhi: Maru Vishleshane	Gandhi Smaraka Nidhi-Karnataka-		October-2020
56.	Prof. Niranjan	Hatinalli Abhivruddhiya Hadu	Abhivruddhi Mathu Madhyama	UGC-UPE YOJANE,	Mysore University-2020

57.	Prof. Niranjana	Rashtriya Shikshana Neeti-Lakshya-Lakshana	Hosa Shikshana Neeti Kurita Maalike	Aakashavani, Mysore-	July 2020
58.	Prof. Niranjana	Gandhiji	Gandhijiyavara 150ne Varshacharane Aakashavani,		August -2020
59.	Prof. Niranjana	You Tube Vahini	Freelanceya Kathegalu-30 Varagalu	Centre For Culture, Communication And Creativity, Mysore	
60.	Prof. Niranjana	Samvahana Koushala		Published By 4 C, Mysore	2024
61.	Prof. Niranjana	Nimagaagiye aayda Nudimuttugalu		Published by PRCI, Bangalore	2024
62.	Prof. Sapna M S	Research article titled Environmental Issues in CSR	a case study o Philips and ITC group of companies	- ICRJMSS- Vol 1- Issue 3	June 2015
63.	Prof. Sapna M S	Research article titled Effectiveness of social media use in Marketing of Indian films-	A Conceptual Framework - ICRJMSS	Vol 1- ISSUE 3	June2015
64.	Prof. Sapna M S	Marketing Trends in Kannada Film Industry	Communication Today	ISSN-0975-217X	Jan- June 2015, Rajasthan University
65.	Prof. Sapna M S	Research paper titled Hyderabad Karnataka Development-An Evaluation	Published by EPRA Journals – Thiruchy	VOL-4 Issue 3	March 2016
66.	Prof. Sapna M S	Research Paper Published in IMRF journals , titled Status of Working women in electronic Media	A case study of Bangalore City	- ISSN- 2395- 0544, Vol 2 issue 1 ,	2016
67.	Prof. Sapna M S	Electronic Media	International Journal	volume 3, number	2016

		Management in India: An Empirical Study	of logistics and supply chain management perspectives,	3: 1109- 1114,E-ISSN-2319-9040-6746, ISSN-2319-9032 (Print)	
68.	Prof. Sapna M S	Globalization and Media Management in India: An Empirical Study, International Journal of English language	Literature and Humanities,	Volume II Issue V: 537- 549, E-ISSN – 2321 - 7065.	2016
69.	Prof. Sapna M S	The International Journal of Humanities & Social Studies (ISSN 2321 - 9203)	Role of Public Service Announcements and Effectiveness of Media in Communication of Three Social Programs,	Vol 4 Issue 1,	January 2016. Pp 143-145
70.	Prof. Sapna M S	The International Journal of Humanities & Social Studies (ISSN 2321 - 9203), Effectiveness of Public Service Advertisements in Communicating Development Messages	An Evaluation in Rural Area	Vol 4 Issue 1	January, 2016 pp-146-14
71.	DR.M.S.SAPNA M.PRABHUDEV	FILM MARKETING IN INDIA: AN OVER VIEW	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW	VOL.1, ISSUE.15,	SEP - 2015
72.	DR.M.S.SAPNA M.PRABHUDEV	EFFECTIVENESS OF SOCIAL MEDIA USE IN MARKETING OF INDIAN FILMS: A CONCEPTUAL	INTERNATIONAL CONTEMPORARY RESEARCH JOURNAL IN MANAGEMENT AND SOCIAL SCIENCE	VOLUME 1 ISSUE 3	JUNE 2015

		FRAMEWORK	(ICRJMSS)		
73.	DR. M.S.SAPNA M. PRABHUDEV	CRITICAL ANALYSIS ON HISTORY OF KANNADA CINEMA	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES.	VOLIME-3 ISSUE-7	SEP-2015
74.	M.PRABHUDEV, DR.M.S.SAPNA,	APPLICATION OF FILM MARKETING TOOLS IN KANNADA FILM INDUSTRY: AN EMPIRICAL ANALYSIS	INTERNATIONAL JOURNAL OF TREND IN RESEARCH AND DEVELOPMENT,	VOLUME 4(2), ISSN: 2394-9333, WWW.IJTRD.COM	
75.	DR. M.S.SAPNA M. PRABHUDEV	CRITICAL STUDY ON HISTORY OF INTERNATIONAL CINEMA	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES.	VOLIME-3 ISSUE-7	SEP-2015
76.	DR.M.S.SAPNA M.PRABHUDEV	HISTORY OF INDIAN CINEMA	INTERNATIONAL JOURNAL OF BUSINESS AND ADMINISTRATION RESEARCH REVIEW,	VOL. 2, ISSUE.11,	JULY - SEP, 2015
77.	DR. SAPNA M. S. NAVEEN N.	ROLE OF PUBLIC SERVICE ANNOUNCEMENTS AND EFFECTIVENESS OF MEDIA IN COMMUNICATION OF THREE SOCIAL PROGRAMS	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES	(ISSN 2321 - 9203) VOL 4 ISSUE 1	JANUARY, 2016
78.	DR. SAPNA M. S. NAVEEN N.	EFFECTIVENESS OF PUBLIC SERVICE ADVERTISEMENTS IN COMMUNICATING DEVELOPMENT MESSAGES: AN EVALUATION IN RURAL AREA	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES (ISSN 2321 - 9203)	VOL 4 ISSUE 1	JANUARY, 2016

79.	DR. SAPNA M. S. MS. C.A.RADHIKA	GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EXPLORATION	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW,	VOL.1, ISSUE.3,	SEP - 2014.
80.	DR. SAPNA M. S. MS. C.A.RADHIKA	MEDIA MANAGEMENT IN INDIA IN THE NEW MILLENNIUM: AN OVERVIEW	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES	VOLUME II, ISSUE V, - ISSN 2321- 7065	SEPTEMBER 2014
81.	DR. SAPNA M. S. MS. C.A.RADHIKA	MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY WITH REFERENCE TO GLOBALIZATION	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW,	VOL.1, ISSUE.4,	OCT - 2014.
82.	DR. SAPNA M. S. MS. C.A.RADHIKA	GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES	VOLUME II, ISSUE V, ISSN 2321-7065	SEPTEMBER 2014 -
83.	DR. SAPNA.M.S , RAKESH.C	PARTICIPATION OF WOMEN IN DEVELOPMENT OF COMMUNITY RADIO	INTERNATIONAL JOURNAL OF MEDIA, JOURNALISM AND MASS COMMUNICATIONS (IJMJMC)	VOLUME 5, ISSUE 3, 2019, PP 37-44 ISSN 2454-9479	2019
84.	DR. SAPNA.M.S , RAKESH.C	COMMUNITY RADIO AS AN ALTERNATIVE MEDIA FOR DISASTER MANAGEMENT DURING COVID-19	Media in the time of Covid-19 (IIMC DHANEKAL MONOGRAPH	ISBN: 978-93- 5407-738-8 PP 274-281	
85.	Prof. Sapna M S Mrs Ashwini	Street Theatre: Much beyond Amusement, A movement	Theatre Street Journal	Volume 6 2021 issue Edited by Sourav Gupta	2021
86.	Prof. Sapna M S Mr Muhammed Swalih K	Diaspora Expression of Interstate Migrant Students: A Social Media Content	IIMC Dhenkanal Mongraph titled 'Language Culture and Identity'	ISBN: 978-93- 5680-603-0	August 2022

		Analysis			
87.	Prof. Sapna M S Mrs Ashwini	Transgender Characters in Malayalam Movies: A Breeze of Freshness	Media and Culture edited by Prof. Upendra Padhi	ISBN: 978-93-5768-190-2	
88.	Prof. Sapna M S Mr Muhammed Swalih K	Exploring Food Culture in India: Negotiating Access, Uses and Experiences among Migrant Students Using Social Media	Media and Culture edited by Prof. Upendra Padhi	ISBN: 978-93-5768-190-2 Communications in Humanities and Social Sciences Vol 4 Issue 2, E-ISSN: 2807-5390	
89.	Ashwini Prof. Sapna M S	Trans Representation in Kannada Cinema: Taking Toll of the Marginalized	Reel to Reveal: Insights on Media, Mass Communication, and Film Studies		November, 2023
90.	Prof. Sapna M S Dr Rakesh Manjunatha K S Shruthi S T	The Role of Community Radio Stations in Creating Awareness on Sanitation: A Study on Selected Community Radio Stations in Mysore District	Communication Today	Volume 28, No 12	January-June 2024
91.	Muhammed Swalih K Prof. Sapna M S	Exploring Interstate Diaspora Experiences Through Instagram: A Netnographich Study of Malayali Migrants in Indian Cities	Global Media Journal-Indian Edition	Volume 16 Issue 1	
92.	Ravinandan B B Sapna M S	The Status of Data Journalism Education in India: Mapping Syllabi, Challenges, and the Need for Storytelling-Driven Training	Journalism and Mass Communication Educator	OnlineFirst Online ISSN: 2161-4326	