

CURRICULUM VITAE

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Basava Shree, 2410,
5th Cross, 9th Main,
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Mysore – 570 017.

Date of Birth : 31 – 01 – 1957

Nationality : Indian

Religion : Buddhist

ACADEMIC QUALIFICATIONS:

1. B.A. University of Mysore, 1978.
2. M.A. University of Mysore, (Journalism and Mass Communication) 1980.
3. Ph.D. University of Mangalore, (Journalism and Mass Communication) 1999.

PROFESSIONAL EXPERIENCE:

1. Reporter cum Sub – Editor, PANCHAMA, Kannada Fortnightly, Mysore, 1980 – 82.
2. Research Associate, National Institute of Rural Development, Hyderabad, 1982 - 84.
3. Assistant Director, (Public Relations) Bureau of Indian Standards, Northern Regional Office, Chandigarh, 1984 – 86.
4. Lecturer in Communication, University of Bangalore, 1986 – 89.
5. Reader in Mass Communication and Journalism, University of Mangalore, 1989 – 99.
6. Reader in Mass Communication and Journalism, University of Mysore, July 2, 1999 – Nov 14, 1999.
7. Professor in Mass Communication and Journalism, University of Mysore since Nov 15, 1999.

OTHER EXPERIENCE:

1. Chief Warden, Central College Hostel, University of Bangalore, 1988 – 89.
2. Examiner, Karnataka Public Service Commission, Bangalore, 1990 – 94.
3. Examiner, Union Public Service Commission, New Delhi, 1998 – 2000.
4. Member, Staff Recruitment Committee – (Promotion) Canara Bank, Mangalore, 1992 – 94.
5. Resource Person (Academic Staff College, Mysore, Staff Training College, Karnataka Bank Ltd., Mangalore, Kannada University, Hampi, Karnataka State Open University, Karnataka Media Academy, Career Guidance Bureau, University of Mysore, Center for Rural Development Studies, Bangalore University).
6. Chairman, Board of Examiners P.G and U.G. (University of Mysore, 1990 – 91, 2000 – 04, Mangalore University 1989 – 99, Karnataka State Open University 2000 - 04).
7. Member, Board of Examiners (University of Mysore, Bangalore University, Mangalore University, Kuvempu University, Calicut University, Kerala University, Berhampur University, University of Kashmir, Makhanlal Chaturvedi National University of Journalism, Kannur University etc., 1986 – 2005.
8. Member, Board of Examiners (Mass Communication and Journalism) State Level Eligibility Test, Karnataka State (1993 – 95) and Tamil Nadu State (2002).
9. Member, Board of Studies (Mass Communication and Journalism) Mangalore University (1989 – 99) Mysore University (2000 – 2004).
10. Member, Affiliation Commission, University of Mangalore, (1990 – 97), University of Mysore, 2005.
11. Chairman, Affiliation Commission, University of Mangalore, (1998 – 99).
12. Member, Faculty of Arts, (University of Mangalore [1990 – 99] and University of Mysore [2000 – 03])
13. Member, Assessment Committee for Promotion (UGC Career Advancement Scheme) Calicut University, 2002.
14. External Referee, for the award of Ph.D. Degree, Karnatak University, 2002.
15. Chairman, DOS in Communication and Journalism, University of Mysore, since January 1, 2001.
16. Director of Students Welfare, University of Mysore, May 8 – Dec 31, 2003.
17. Member, Peer Group, National Assessment and Accreditation Council (NAAC) Bangalore, 2004.
18. Chairman, Board of Studies (Composite Board, Mass Communication and Journalism) University of Mysore, 2004.
19. Member, Board of Appointment in Mass Communication and Journalism, University of Mysore (2005), Bharathiar University, Coimbatore (2005) and Calicut University, Calicut (2001).

MEMBERSHIP OF PROFESSIONAL ORGANIZATIONS:

1. Commonwealth Association for Education in Journalism and Communication (India Chapter), Hyderabad.
2. Indian Council for Communication Training and Research, Bangalore.
3. Indian Association for Media Educators, Mangalore.
4. Public Relations Society of India, Mangalore – Manipal Chapter.
5. Public Relations Council of India, Bangalore.
6. American Center Library, Madras.
7. Centre for Media Studies, New Delhi.

MEMBERSHIP OF ASSOCIATIONS AND ORGANIZATIONS:

1. Member, Executive Committee, Bangalore University Teachers Council, 1988.
2. General Secretary, Mangalore University Teachers Association, 1991 - 93.
3. President, Mangalore University Teacher's Association, 1996 – 97.
4. Member, Executive Committee, Mysore University Teachers Association, 2000 – 01.

PARTICULARS OF RESEARCH PROJECT:

1. Worked as Principal Investigator in Minor Project on “Impact of Karnataka State Government Advertisements on People”, sponsored by Information Department, Government of Karnataka, Bangalore, (Project Amount Rs. 48,000), 2001.

PRESENTATION OF PAPERS / PARTICIPATION IN SEMINARS / WORKSHOPS:

1. Presented a paper on “*Mass Communication Research in India: A Survey of the Status*”, in collaboration with K. Puttaraju, Reader, at the UGC National Workshop on “*Communication Research and Training*”, conducted by the Department of Communication and Journalism, Osmania University, Hyderabad, March 5 – 10, 1990.
2. Presented a paper on “*The Relevance of Journalistic Thought and Contribution of Dr. B.R. Ambedkar*”, at the National Seminar on “*Bharath Rathna Dr. B.R. Ambedkar*”, organized by the Ministry of Welfare, Government of India, New Delhi, April 15, 1991.
3. Presented a paper on “*Language Journalism Education as an Instrument of Development: Indian Perspective*”, in collaboration with K. Puttaraju, Reader, at

- the National Seminar on *“Current Trends in Journalism and Communication Education in Indian Languages”*, jointly organized by the Commonwealth Association for Education in Journalism and Department of Communication and Journalism, Osmania University, Hyderabad, February 20 – 21, 1993.
4. Presented a paper on *“Education in Public Relations: Indian Perspective”*, in collaboration with K. Puttaraju, Reader, at the National Seminar on *“Public Relations and Training in India”*, jointly organized by the UGC and the Department of Communication and Journalism, Osmania University, Hyderabad, October 9 – 10, 1993.
 5. Participated in the workshop on *“Media Relations”*, organized by the Public Relations Society of India, Mangalore – Manipal Chapter in Mangalore, August 19, 1995.
 6. Presented a paper on *“Rural Press in Karnataka: An Evaluation”*, at the UGC National Seminar on *“Communication, New Media and Grassroots Development”*, jointly organized by the UGC and the Department of Communication and Journalism, PSG college of Arts and Science, Bharathiar University, Coimbatore, December 20 –21, 1996.
 7. Participated in the *“Part Time Trainers Training Programmes in Adult Learning Methodology”*, organized by Environmental Training Institute – DANIDA, Bangalore, in Mysore, December 9 – 13, 1996.
 8. Presented a paper on *“Vernacular Media Education in India”*, in collaboration with K.V. Nagaraj, Professor, at the conference on *“Strengthening Journalism Education in South Asia”*, organised by Southern Illinois University, USA in Colombia, January 2 – 4, 1997.
 9. Presented a paper on *“City Magazines in India”*, at the National Seminar on *“50 Years in Indian Magazines”*, jointly organized by the Department of Mass Communication and Journalism, Karnataka University and ICCTR at Dharwad, February 6 – 8, 1998.
 10. Participated in Workshop on *“Video – Production”*, jointly organized by the Public Relations Society of India, Mangalore – Manipal Chapter, Sandesh Cultural Foundation and Department Mass Communication and Journalism, Mangalore, January 27 – 28, 1998.
 11. Participated in All India Conference on *“Library Automation”*, organized by SHON Romar Technologies, Pvt. Ltd., Pune in Khandala, October 30 – 31, 1998.
 12. Participated as a Resource Person and delivered a lecture on *‘Media Intervention for Sustainable Development’*, in Workshop on *“Application of Science and Technology for Sustainable Development”*, jointly organized by UNESCO and Mangalore University, Mangala Gangothri, December 27 – 28, 1999.

13. Participated as Resource Person and delivered a lecture on '*Roll of Mass Media in National Development*', in regional workshop DIURNA – 2000 on "*Mass Media and National Development*", organized by Baldwin Women's Methodist College, Bangalore. December 2, 2000.
14. Participated as a Resource Person and delivered a lecture on '*Future Strategies and Information Department*', in regional seminar on "*Impact and Development Programmes*", published by Karnataka State Information Department jointly organized by Department of Information, Government of Karnataka and AVRC, University of Mysore, Manasagangothri, December 20, 2000.
15. Participated as a Resource Person and delivered a lecture on '*Impact of Karnataka State Government Advertisements on People*', in regional seminar jointly organized by Department of Information, Government of Karnataka and DOS in Journalism and Mass Communication, University of Mysore, September 16, 2001.
16. Participated as a Resource Person and delivered a lecture on '*Mass Media and Public Opinion*', in regional workshop DIURNA 2001 on "*Mass Media and Empowerment of Women*", organized by Baldwin Women's Methodist College, Bangalore, October 6, 2001.
17. Participated as a Resource Person and delivered a lecture on '*Women and Media: An Overview*', in regional seminar on "*Women and Media: Challenges and Opportunities*", jointly organized by Directorate of Field Publicity, Government of India and DOS in Journalism and Mass Communication, University of Mysore, Manasagangothri, October 31, 2001.
18. Presented a paper on '*Grassroots Development Communication System in Karnataka State*', at the National Seminar on "*Changing Media Scope in India*", jointly organized by the Department of Mass Communication and Journalism, Mangalore University and UGC at Mangalore, January 21 – 22, 2002.
19. Presented a paper on "*New Communication Technologies in Education and in Development*", at the National Seminar jointly organized by Department of Mass Communication and Journalism, Karnatak University, ICCTR and Karnataka State Journalism Teachers Association at Dharwad, March 2, 2002.
20. Participated as a Resource Person and delivered a lecture on '*Kannada Film Industry*', in regional seminar and Film Festival MAYA – 2003 jointly organized by DOS in Journalism and Mass Communication, University of Mysore and Mysore Film and Cultural Society, February 27, 2003.
21. Participated as a Resource Person and delivered a lecture on '*Media and Social Responsibility*', jointly organized by Netaji Centenary Celebrations Committee, Mysore and DOS in Journalism and Mass Communication, Mysore University, April 10, 2003.

22. Participated in an International Seminar on “*Communication for Global Peace*”, jointly organized by International Public Relations Association and Public Relations Society of India at Bangalore, April 28 – 30, 2003.
23. Presented a paper on “*Training for Careers in Mass Communication / Journalism: An Indian Perspective*”, in collaboration with Ms. Sapna M S, faculty member, DOS in Communication and Journalism, University of Mysore at the National Seminar jointly organized by NMKRV College for Women and Karnataka State Journalism and Communication Teachers Association, Bangalore, Feb 4 – 5, 2004.
24. Presented a paper on “Mass Communication / Journalism Education in India: A Perspective for Qualitative Learning Methods” in collaboration with Ms. Madhura Veena M L, UGC Junior Research Fellow, DOS in Communication and Journalism, University of Mysore at the National Seminar jointly organized by NMKRV College for Women and Karnataka State Journalism and Communication Teachers Association, Bangalore, Feb 4 – 5, 2004.
25. Presented a paper on Health For All In India: A Communication Perspective at the National Seminar on “Recasting Communication Strategy to Health for All in India” organized by the Dept. of Communication, School of Information and Communication Studies, Madurai Kamaraj University, Madurai, March 25 – 26, 2004.
26. Presented a paper on ‘Health Education in India’ in collaboration with Ms. Sapna M S and Ms. Madhura Veena M L, Lecturer and UGC Junior Research Fellow respectively, DOS in Communication and Journalism, University of Mysore at the National Seminar on “Recasting Communication Strategy to Health for All in India” organized by the Dept. of Communication, School of Information and Communication Studies, Madurai Kamaraj University, Madurai, March 25 – 26, 2004.
27. Participated in National Seminar on “Intellectual Property Rights – A Public Awareness Programme” organized by the DOS in Law, University of Mysore, August 28 & 29, 2004.
28. Participated in South India Regional Workshop on “Human Trafficking: Challenges Ahead” jointly organized by Odanadi, Mysore & ATSEC – India, Mysore, November 23 & 24, 2004.
29. Participated in National Workshop on “Intellectual Property Rights” jointly organized by the University of Mysore and National Law School of India University, Mysore, January 15 & 16, 2005.
30. Participated in National Seminar on “Environmental Concerns and Media” organized by Mangalore University, Mangalore Feb 14 & 15, 2005.

LIST OF PUBLICATIONS:

1. *“Role of Communication in Adult Education”*, Communicator, Vol.No.xxvi (3), September 1991, Indian Institute of Mass Communication New Delhi.
2. *“Relevance of Journalistic Thought and Contribution of Dr.B.R.Ambedkar”*, Commemorative Volume on National Seminar Papers on Dr.B.R.Ambedkar, Ministry of Welfare, Government of India, New Delhi, 1991.
3. *“Dalitaru Mattu Samooaha Madhyamagalu”*, Maanavika Karnataka, Kannada Quarterly of the University of Mysore, Vol.No.22 (2,3,4), Prasaraanga, Mysore, 1992.
4. *“Pathrika Prapancha: Dr. B.R. Ambedkar Drusthikona”*, Maanavika Karnataka, Kannada Quarterly of University of Mysore, Vol.No.23 (1&2), Prasaraanga, Mysore 1993.
5. *“Language Journalism Education as an Instrument of Development”*, Commemorative Volume, National seminar papers on Current Trends in Journalism and Communication Education, Department of Communication and Journalism, Osmania University, Hyderabad, 1993.
6. *“Education in Public Relations: Indian Perspective”*, Commemorative Volume, National Seminar papers on Public Relations, Education and Training, Published by Dr. C.V.Narasimha Reddy, Sharada, 8 – 3 – 978/4, Srinagar Colony, Hyderabad, 1994.
7. *“Status, Problems and Future of Language Press in India”*, Commemorative Vol.xxx (4), October – December 1995, Indian Institute of Mass Communication, New Delhi.
8. *“Ambedkar and Journalism”*, In Studies in Ambedkar (Ed), V.K.Patil, New Delhi, India: Devika Publishers, 1995.
9. *“Women and Mass Media: Indian Scenario”*, Communicator, Vol.xxxi (1), January – March 1996, Indian Institute of Mass Communication New Delhi.
10. *“Women and Mass Media: Indian Scenario”*, Third Concept, Vol.No.10 (109), March 1996, New Delhi.
11. *“Rural Press in India: Evolution and Significance”*, P.R.Link Special Issue, May 1996, Public Relations Society of India, Mangalore – Manipal Chapter, Mangalore.
12. *“Moegling: The Founding Father of Kannada Press”*, Communicator, Vol.xxxi (3), July – September 1996, Indian Institute of Mass Communication, New Delhi.
13. *“Vernacular Media Education: Indian Perspective”*, (Co-author), Commemorative Volume, International Seminar Papers on Strengthening Journalism Education in

- South Asia, College of Mass Communication and Media arts, Southern Illinois University, Carbondale, USA, 1997.
14. *"Communal Harmony: Public Relations Perspective"*, Third Concept, Vol.11 (128,129) November 1997, New Delhi.
 15. *"Rural Development and Communication Management"*, In Mass Communication and Development (Ed), Baldevraj Gupta, Varanasi, India. Vishvavidyalaya Prakashan, 1997.
 16. *"Ambedkar as a Journalist"*, Communicator Vol.xxxii (2), April – June 1997, Indian Institute of Mass Communication, New Delhi.
 17. *"Ethics in Public Relations"*, P.R.Link, Vol.11, 1998, Public Relations Society of India, Mangalore – Manipal Chapter, Mangalore.
 18. *"TV Makes Spectacular Inroads"*, Communicator, Vol.xxxiii (4), October – December 1998, Indian Institute of Mass Communication, New Delhi.
 19. *"Intellectual Property Rights: Indian Scenario"*, (Co-author) Third Concept, Vol.13 (144), February 1999, New Delhi.
 20. *"Future of Higher Education in India"*, Third Concept, Vol.13 (149) July 1999, New Delhi.
 21. *"CD-ROM is Reliable and Permanent"*, (Co-author) Communicator, Vol.xxxiv (1) January – March 1999, Indian Institute of Mass Communication, New Delhi.
 22. *"Science for National Development"*, Third Concept, Vol. 14 (159,160) May – June 2000, New Delhi.
 23. *"Future of Higher Education in India"*, In Vision 21st Century (Ed), K.Anantha Rama Rao, Vidya Publishing House, Mangalore, India, 2000.
 24. *"Communication Strategies for Effective Family Counseling"*, Communication Today, Vol 5 (04), Oct – Dec, 2002, Pulitzer Institute of Communication Studies and Research, Jaipur, India.
 25. *"New Communication Technologies in Education"*, March of Karnataka Vol.40 (12), December 2002, Information Department, and Government of Karnataka, Bangalore.
 26. *"From Internet to Hypernet"*, March of Karnataka Vol. 40 (04) April 2003, Information Department, Government of Karnataka, Bangalore.
 27. *"Soap Operas of Balaji Telefilms: An analysis with reference to Gender Justice"*, (Co-author) Journal of Communication Studies, Vol.2 (01) Spring, January – March 2003, Makhanaal Chaturvedi National Journalism University, Bhopal.
 28. *"Rural Press in Karnataka State: An Evaluation"*, Journal of Communication Studies, Vol 2 (4) Hemant (Winter) Oct – Dec, 2003 Makhanaal Chaturvedi National Journalism University, Bhopal.

29. *“Role of Media in Dairy Development”* (Co-Author) March of Karnataka Vol.43 (01), January 2005, Information Department, and Government of Karnataka, Bangalore.
30. *“The Impact of Karnataka State Government Advertisements on People ”*, (Co-Author), Journal of Communication Studies, Vol 3 (4) Shishir (Winter) Oct – Dec 2004, Makhanlal Chaturvedi National Journalism University, Bhopal.
31. *“Health Education in India”* (Co-Author), www.WhatIsIndia.com, Bangalore, February 2005.
32. *“Media Intervention for Dairy Development in Karnataka: An Evaluation”*, (Co-Author), www.WhatIsIndia.com, Bangalore, February 2005.
33. *“Journalism Education: A Quality Perspective”*, (Co-Author), www.WhatIsIndia.com, Bangalore, February 2005.
34. *“The Impact of Karnataka State Government Advertisements: An Evaluation”*, (Co-Author), www.whatisindia.com, Bangalore, March 2005.
35. *“Training for Careers in Journalism”* (Co-Author), www.whatisindia.com, Bangalore, March 2005.

OTHER INFORMATION:

1. Edited Souvenirs brought out by New Mangalore Port Trust, Mangalore, in Commemoration of Birth Centenary of ‘Bharath Ratna’ Dr.B.R.Ambedkar, (1994) and D.Sanjeevaiah Memorial Education Trust, Mysore (2001).
2. Worked as Resource Person during 1989 – 2001 for students of Certificate Course in Journalism, Institute of Correspondence Courses and Continuing Education, University of Mysore, and Diploma Course in Journalism, Karnataka Open University, Mysore.
3. Delivered Special Lectures in coaching classes organized by various agencies for Central and State Services Examinations at Bangalore, Mangalore and Mysore.
4. Secretary of Jeevan Jyothi Kutumbha Abhivridhi Kendra (Affiliated Christian Children’s Fund) Hadhya, Chamarajanagar District, Karnataka State, since 1999.
5. Founder President of Mysore Film and Cultural Society, Mysore, 2001.
6. Organized a Film Festival on Social Justice in association with Bahuroopi at Rangayana, Mysore, January 29 – February2, 2003.
7. Organized a Film Festival MAYA – 2003 in association with Mysore Film and Cultural Society, February 27, 2003.