

Research Publications of the Journalism Faculty.

Dr. C.K. PUTTASWAMY

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Research Publications of the Journalism Faculty.

- 1) Columns and Columnist, Manavika Karnataka, Vol. 23, Issue No. 1 & 2 1993, University of Mysore
- 2) Communication Sources utilized by the FCV Tobacco farmers in Karnataka, Sahaka Weekly, Nov. 16, 2008 Special Issue, Karnataka State Cooperative Federation Ltd. Bangalore – 18.
- 3) Media used by extension personnel for dissemination of FVC tobacco production technologies in Karnataka, Jan – Mar 2009 Communication Today, Jaipur, India.
- 4) Gandhiji as a Journalist - , Manavika Karnataka, Vol. 37, Issue No. 3 2009, University of Mysore.
- 5) Mysore District Newspaper evolution a brief story – Muktha , Vol. 3, Issue No. 2 2011, Karnataka State Open University, Mysore.

Research Project:

- 1) Co-investigator in recent project on the “Impact of Development Oriented Publicity Programmes of the Department of Information” Government of Karnataka on Rural masses.
- 2) Research Associate on a case study conducted on “Impact of Karnataka State Government Advertisements on People” by the Department of Information, Government of Karnataka.
- 3) Co-investigator in the study of “Impact of Kusumale programme of AIR on the listeners.
- 4) The impact of development oriented publicity programme of the department of information, Government of Karnataka, on Rural Masses – 2000.
- 5) An evaluation of the impact of Karnataka state Government advertisements on people – 2001.
- 6). Final evaluation of **KUSUMALE** Radio programme in the districts of Mysore and Chamarajanagar: Media reach and effectiveness – 2002.

Dr. SAPNA. M. S**Professor and Coordinator – Radio Manasa – Community Radio Station – UOM**

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06	1.	FILM MARKETING IN INDIA: AN OVER VIEW	DR.M.S.SAPNA M.PRABHUDEV	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW, VOL.1, ISSUE.15, SEP - 2015.
	2.	EFFECTIVENESS OF SOCIAL MEDIA USE IN MARKETING OF INDIAN FILMS: A CONCEPTUAL FRAMEWORK	DR.M.S.SAPNA M.PRABHUDEV	INTERNATIONAL CONTEMPORARY RESEARCH JOURNAL IN MANAGEMENT AND SOCIAL SCIENCE (ICRJMS) VOLUME 1 ISSUE 3 JUNE 2015
	3.	CRITICAL ANALYSIS ON HISTORY OF KANNADA CINEMA	DR. M.S.SAPNA M. PRABHUDEV	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES. VOLIME-3 ISSUE-7 SEP-2015
	4.	APPLICATION OF FILM MARKETING TOOLS IN KANNADA FILM INDUSTRY: AN EMPIRICAL ANALYSIS	M.PRABHUDEV, DR.M.S.SAPNA,	INTERNATIONAL JOURNAL OF TREND IN RESEARCH AND DEVELOPMENT, VOLUME 4(2), ISSN: 2394-9333, WWW.IJTRD.COM
	5.	CRITICAL STUDY ON HISTORY OF INTERNATIONAL CINEMA	DR. M.S.SAPNA M. PRABHUDEV	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES. VOLIME-3 ISSUE-7 SEP-2015
	6.	HISTORY OF INDIAN CINEMA	DR.M.S.SAPNA M.PRABHUDEV	INTERNATIONAL JOURNAL OF BUSINESS AND ADMINISTRATION RESEARCH REVIEW, VOL. 2, ISSUE.11, JULY - SEP, 2015.
	7.	ROLE OF PUBLIC SERVICE ANNOUNCEMENTS AND EFFECTIVENESS OF MEDIA IN COMMUNICATION OF THREE SOCIAL PROGRAMS	DR. SAPNA M. S. NAVEEN N.	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES (ISSN 2321 - 9203) VOL 4 ISSUE 1 JANUARY, 2016
	8.	EFFECTIVENESS OF PUBLIC SERVICE ADVERTISEMENTS IN COMMUNICATING DEVELOPMENT MESSAGES: AN EVALUATION IN RURAL AREA	DR. SAPNA M. S. NAVEEN N.	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES (ISSN 2321 - 9203) VOL 4 ISSUE 1 JANUARY, 2016
	9.	GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EXPLORATION	DR. SAPNA M. S. MS. C.A.RADHIKA	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW, VOL.1, ISSUE.3, SEP - 2014.

	MEDIA MANAGEMENT IN INDIA IN THE NEW MILLENNIUM: AN OVERVIEW	DR. SAPNA M. S. MS. C.A.RADHIKA	THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES VOLUME II, ISSUE V, SEPTEMBER 2014 - ISSN 2321-7065
	MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY WITH REFERENCE TO GLOBALIZATION	DR. SAPNA M. S. MS. C.A.RADHIKA	INTERNATIONAL JOURNAL OF MANAGEMENT AND SOCIAL SCIENCE RESEARCH REVIEW, VOL.1, ISSUE.4, OCT - 2014.
	GLOBALIZATION AND MEDIA MANAGEMENT IN INDIA: AN EMPIRICAL STUDY	DR. SAPNA M. S. MS. C.A.RADHIKA	INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES VOLUME II, ISSUE V, SEPTEMBER 2014 - ISSN 2321-7065
	PARTICIPATION OF WOMEN IN DEVELOPMENT OF COMMUNITY RADIO	DR. SAPNA.M.S , RAKESH.C	INTERNATIONAL JOURNAL OF MEDIA, JOURNALISM AND MASS COMMUNICATIONS (IJMJMC) VOLUME 5, ISSUE 3, 2019, PP 37-44 ISSN 2454-9479

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PUBLICATION

- Doordarshana Mathu Grameena Smskruthi ka Kallegalu Anveshana Pradashana 2004
- Pathrikegalu Mathu Pradarshana Kalegalu Dhvani Prakashana 2004
- Sumooha Madyamagalalli Pradarshana Kalegalu – Srujana Publication 2006
- Women and Media – Dhawani Prakeshana 2006