

CURRICULUM VITAE

Dr.N.Usha Rani, Professor Department of Studies in Communication and Journalism, University of Mysore, Mysore, India & Former Director of Audio Visual Research Centre, Mysore

1. *NAME* N.Usha Rani (Usharani Narayana)
2. *EDUCATION:* M.A.Ed., M.A, Ph.D.,

M.A.Ed-- Master of Arts in EDUCATION

M.A.-- Master of Arts in JOURNALISM & MASS COMMUNICATION

Fulbright Scholarship-Masters Course (one semester) in Single Camera Production, Writing for Radio & TV, International Broadcasting at Syracuse University, USA in 1990-91.

Internship WXFT FOX TV, Syracuse, USA, 1991.

Ph.D. in JOURNALISM & MASS COMMUNICATION
3. *EMPLOYMENT:* Professor, Dept. of Communication and Journalism & Former Director of AVRC, (EMMRC) University of Mysore, Karnataka State, India.
4. *PREVIOUS EMPLOYMENT;*

Professor of Communication and Journalism, University of Mysore, 1996 – continued.

Director, Audio Visual Research Centre, University of Mysore, Mysore, December 1996 -2004

Acting Director, Audio Visual Research Centre, University of Mysore, Mysore, December 1995 – 1996

Reader/Assistant Professor of Journalism and Communication 1994.

Senior Lecturer of Communication and Journalism January 1991

Lecturer of Communication and Journalism, September 18, 1981
5. *HONOURS AND AWARDS:*
 - i) Fulbright Senior Research Fellowship, Southern Illinois University at Carbondale, IL, USA, 2006-07.
 - ii) Fulbright scholarship in Communication Technology: Student Newhouse School of Public Communication Syracuse University USA, July 1, 1990 - Feb. 1991.

- iii) Awarded Canadian Faculty Research Fellowship-McGill University, Montreal, Canada-2002. Advance Research Study in Educational Technology in Canada.
- iv) National Award for Directing best Educational Program , Estimating Predator & Prey Populations, in the Children's category in the 9th UGC-CEC Educational Video competition, New Delhi, 1996 Trophy, citation & Rs.25,000/.
- v) National Award for writing Best Script -Estimating Predator & Prey Populations in the 9th UGC-CEC Educational Video Competition, New Delhi, 1996 Trophy, citation and Rs.10,000/.
- vi) Pioneer in the telecast of UGC, Higher education TV Programs in regional language, Kannada in India on Dec 19, 1998 from Bangalore Doordarshan-the state TV, for the first time in the country.
- vii) Established the Audio Visual Research Centre - a UGC sponsored Project in the University of Mysore in 1996 with a mandate to produce educational video for National TV channel, Doordarshan, for the benefit of students of higher education.
- viii) II Rank in M.A in Journalism and Mass Communication, University of Mysore, 1981.
- ix) Gold Medal in M.A in journalism and Mass Communication, University of Mysore,1981.

6. Research Project:

1. Mega Project of UGC, the **Audio Visual Research Centre**, with state-of-art TV studio and establishment of broadcast –based infrastructure, with a mandate to produce broadcast quality educational video programmes for National TV for the benefit of students in the universities and colleges. Budget – Rs. Two crore. December 1995 –March 2004.
2. Minor Research Project - Title: **The Impact of the Development programs of the Information department on rural masses and the strategies necessary to make the programs more effective.** Funded by the Directorate of information, Karnataka Govt. year 2000.
3. Minor Research Project - Title: **Final Evaluation of ‘Kusumale’ Radio Program in the Districts of Mysore & Chamarajanagar: Media Reach & Effectiveness.** Funded by Population foundation of India, 2002.
4. Minor Research Project – Title: **Impact of UGC educational programmes on students: A case study of Mysore.** January 2004.

7. Establishment of Laboratories/ Special Facilities/Innovative programmes Developed;

1. Establishment of TV Studio of broadcast standard – Facility for production of educational video programmes for national television in India at Audio Visual Research Centre, University of Mysore, Mysore, India.

2. Conducted Experimental telecast of higher education programmes in Regional language, Kannada, from Bangalore Doordarshan (State Television of Govt. of India), for 3 years from December 19, 1998 – February 2002.

8. SPECIALISATION:

1. Writing for media
2. Theories of Communication
3. Research Methodology

Note: At present teaching the above subjects to Graduate students

9. BOOKS:

1. *Kannada Patrikodyama, (Kannada)*, Published by Karnataka State Open University, Mysore, 2010.
2. "Production, News Presentation and Role of Journalists in the Television Media" –Chapter in the book on "e-Journalism: New Directions in Electronic News Media" published by BR Publishing Corporation, New Delhi, 2008.
3. Educational TV in India: Challenges and Issues – Discovery Publishing House, New Delhi, 2006.
4. Audio Visual Research Centre, University of Mysore, Mysore, Unpublished Project Report-December 1995 – March 2004.
5. Analysis of the Impact of Educational Programmes of UGC-CEC On Students – A Case Study of Mysore- Research Report, 2004(Unpublished report).
6. *Mahile Mattu Madhyama(Kannada)*, Book Published by Rejendra Printers, Mysore, First Edition, 2002.
7. Final evaluation of 'Kusumale' Radio Program in the Districts of Mysore & Chamarajanagar-Media reach and Effectiveness: sponsored by Population Foundation of India, New Delhi 2002.
8. The Impact of Development Oriented Publicity Programs of the Department of Information Govt. of Karnataka on Rural Masses- A Research Report, sponsored by Govt. of Karnataka 2000.
9. Media Monopoly & Culture - chapter in the Book Communication & Culture-New perspectives & Applications, Edited by M.R.Dua & T.Manonmani, Galgotia Publishing Company, New Delhi, 1997.
10. Folk Media for Development - A study of Karnataka's Traditional Media. Karnataka Book Publishers, First Edition, 1996.
11. Many Faces of Media, First Edition, 1990.
12. Folk Media as Agents of Communication, First Edition, 1990

10.EDITORIAL BOARD;

1. Global Media Journal, Pakistan Edition, Member, Advisory Board, Pakistan.
2. Journal of Communication, Karnatak University, Dharwad, India

11. ARTICLES PUBLISHED;

1. What ails the Kannada Cinema - **Vidura**, Press Institute of India, Oct. 1982, Vol.19, No.5.

2. D.V.Gundappa, Litterateur & Journalist-**Vidura**, Press Institute of India, April 1984, Vol.21, No.2.
3. How to make outdoor advertising effective - **Communication and Culture**, Jan.7, 1983.
4. The core of advertising copy - **Communication and Culture**, February 8, 1983.
5. Journalism Education and Training; **Manavika Karnataka**, Vol.18, No.1, University of Mysore, 1988.
6. Harikatha: New Message and Old Form; **Vidura**, Press Institute of India's Mass Media Journal, May-June 1991, Vol.28, No.3.
7. Cable TV in America - **Communicator**, IIMC, New Delhi, Vol.XXVII, No.4, Dec. 1992.
8. 'Mass Media - Past, Present and Future - **Samparka**, District Kannada Sahitya Parishat, Mysore 1994.
9. Alternative Media: New Dimensions, **Communicator**, IIMC, New Delhi, Vol.XXIX, No.1, January – March 1994.
10. Role of Folk Media in Rural Development; **Third Concept**, New Delhi, Vo.8, No.94, Dec.1994.
11. Contribution of *Pavem* to Kannada Journalism-**Communicator**, IIMC, New Delhi, Vol.XXIX, No.3, July- September 1994. (Hindi & English)
12. Puppets of Karnataka as Agents of Communication - **Communicator**; vol., No.4, Oct. Dec. 1995.
13. Monopoly Media ownership on Culture; **Third Concept**, New Delhi, Vol.10, No.109, March 1996.
14. Women in Indian Journalism, **Samadarshi**, Felicitation Volume of Prof.H.S.K, the Columnist, First Edition, 1996.
15. Teaching Electronic Media: An Indian perspective - **proceedings of Colombo Conference** on Strengthening Journalism Education, Southern Illinois, University at Carbondale, 1997.
16. Media Monopoly & Culture - chapter in the Book titled **Communication & Culture-New perspectives & Applications**, Edited by M.R.Dua & T.Manonmani, Galgotia Publishing Company, New Delhi, 1997.
17. 'Journalism & women' **Manavika Karnataka**, Kannada, Quarterly, Prasaraanga, University of Mysore, Mysore, Vol. 27-28, No.1-8, 1998.
18. 'Journalism & Society' - **Manavika Karnataka**, Kannada Quarterly, Prasaraanga, University of Mysore, Mysore Vol.30, Nos.: 3 & 4, 2000.
19. 'Women and Media' – *Ganga Kaveri*, The **Journal** of the Association of the Primary School Teachers of Karnataka State, 2000.
20. The Karnataka Right to Information Act- Way to Door less Government- **ICCD 2002**, University of Madras, Chennai, 2002.
21. FDI and Print Media in India; A Boon or a Bane? **Abhudaya**, Journal of Mysore District Journalist's Association, Mysore, May 2003.
22. 'Educational Television in Canada- A Case Study of Instructional TV at Carleton University and the Independent Learning Centre of TV, Ontario'- **Journal of Communication Studies**, Vol.2, No.3, July-September 2003.
23. 'EDUSAT: India's First Satellite Dedicated to Education'- **Communication Today**, Vol.7, No.1-2, January-June 2004.
24. 'GRAMSAT – Village Satellite for Empowerment of Rural People in India' – **Journal of Communication Studies**, Vol.4, No.2 (summer) April –June 2005.

25. Marketing and Consumer Behaviour, **Lesson** written for Distance Education Course in Communication and Journalism, Karnataka State Open University, Mysore, December 2007.
26. Marketing and Media Planning, **Lesson** written for Distance Education Course in Communication and Journalism, Karnataka State Open University, Mysore, December 2007.
27. Marketing Methods and Dimensions of Retailing, **Lesson** written for Distance Education Course in Communication and Journalism, Karnataka State Open University, Mysore, December 2007.
28. Product Promotion and Communication, **Lesson** written for Distance Education Course in Communication and Journalism, Karnataka State Open University, Mysore, December 2007.
29. Marketing Research, **Lesson** written for Distance Education Course in Communication and Journalism, Karnataka State Open University, Mysore, December 2007.
30. Trends in Indian Advertising, **Communication Today**, Vol.10, No.4, October- December 2007.
31. A Review of Research Studies on Convergence Journalism and Journalism Education in USA, **Sanchar Shree**, Vol.29, July-Sept 2008.
32. Content Analysis of Agricultural News in Leading Kannada Daily Newspapers- Co-author, Suresh Kumar, **Karnatak University Journal of Communication**, Karanatak University Printing Press, April 2009.
33. Paradigm Shift in Journalism Education – Retooling of Curriculum in J-Schools in USA – **Mass Communicator- International Journal of Communication Studies**, JIMS, New Delhi, Vol.3.No.2. April – June, 2009.
34. Content, Channels and Audiences in the New Millennium: Interaction and Interrelations- **Media Mir, Published by Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia, 2010.ISBN 978-5-211-05873-6 pp.332-348.**
35. Journalism Education and the perception of convergence journalism, **Journal of Communication**, Department of Mass Communication and Journalism, Karnatak University, Dharwad, April 2010.
36. Hard Realities of Indian Reality TV - **Media Critique**, Published by Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal, Vol. 3, No.4, April-June 2010.
37. Gramsat – village satellite for empowerment of rural people in India, **AMIC Alternative media Portal**, On-line service operated by Asian Media Information and Communication Centre (AMIC), Singapore. 2010.
38. Media, Public Attitude and Mumbai Terror 26/11, **Media Asia**, Asian Communication Quarterly, Singapore, Vol.37, No.2, 2010, pp.95-102.
39. Media Framing of the Image of Muslims during Pre and Post Gujarat Riots in India, Media Audit, Seminar Journal of UGC's seminar, Need for Greater Accountability, Transparency and Responsibility, Department of Journalism and Mass Communication, Berhampur University, Orissa, March 29-30, 2011.

12. REFRESHER/ORIENTATION COURSES ATTENDED

1. Two-week course in Video Production conducted by Prof. Thomas Russell, North Carolina State University, USA. The course was conducted by USEFI at Mysore from Dec.7 1986 to Jan. 2, 1987.
2. Workshop on Video Production organized by Regional TV Station and Mass Media Education and Information Centre, at Bangalore on March 25, 26 and 27, 1988.
3. UGC Refresher Course in Development Communication, Academic Staff College, Department of Communication, Bangalore University, January 11 - 31, 1992.
4. UGC Refresher course in media access: Regional Needs, Osmania University, Hyderabad, Feb. 16 to March 15, 1993.
5. Training in Multimedia, IIT, Chennai, August 2003.

13. SEMINARS/CONFERENCES/ SYMPOSIA / WORKSHOP::

1. **Educational Journalism in Developing Countries**
Paper presented at the Regional College of Education, Mysore Feb. 10 and 11, 1982
2. Workshop on Journalism Education, paper presented; **Framing of syllabus for Journalism/Communication courses:** Ecumenical Christian Centre, Bangalore, June 26 - 30, 1984.
3. **D.V. Gundappa as a Journalist:** Seminar -
Paper presented at Institute of Kannada Studies, Mysore, 28 March 1987.
4. Workshop on **Intercultural Communication;** Organized by the USEFI & Department of Communication, Bangalore University, 1 to 3 Dec. 19, 1987.
5. National Symposium on **Communication Education, Training and Research** - organized by IGNOU, CIIL, ICCTR, UNICEF at Vigyan Bhavan, New Delhi, 27 to 30, March 1987.
6. 75 years of Indian Cinema - Seminar organized by the Film Study Centre, Dept. of Journalism University of Mysore- Organized & presented paper-**Indian Cinema -A Historical Perspective**, 1988.
7. **Journalism Education and Training**-Seminar paper presented - organized by the Karnataka Press Academy, 14 Aug. 1989.
8. Chairperson of one of the sessions in the workshop on the **Role of Folk Media in Population Education** organized by the Family Planning Association of India from 26 – 30 August 1991.
9. Resource person: workshop on **Page makeup techniques in Farm Journals** - organized by the Karnataka State Agricultural marketing Federation Oct. 25, 1991.
10. Resource person Refresher course in Education, Academic Staff College, Mysore, April 13 - 14, 1992

11. **Curriculum Development for Electronic Media Education** - Seminar, USEFI at Media Centre, Bangalore on June 22 - 23, 1992.
12. Hassan District Conference of Journalists- Paper presented-**Press and Society**, Holenarsipura, Hassan, Dec.5, 1993.
13. Conference on Literature & Journalism at Dharmasthala - Paper presented "**Press & Women**", Dec. 12, 1993.
14. National Conference, Paper presented on **Role of Folk Media in Rural Development**, Jabalpur, Dept. of Communication Studies, Rani Durgavathi University, Jabalpur, Madhya Pradesh, Sept. 26 – 28, 1994.,
15. Seminar on **Entry of Foreign Print Media into India-** Dept. Journalism and Mass Communication, Mysore University, Mysore, Organizer & Resource Person, Oct. 5, 1994.
16. Workshop for Training Journalists- Lecture- **Principles Of Reporting & Code of Ethics**, Gulbarga, Karnataka Press Academy, Oct 18, 1994.
17. National Seminar, Paper - **Impact of Media Monopoly on Culture, Values and Beliefs**, Madurai Kamraj University, Madurai, Oct. 28 29,1994.
18. Organized and chaired the conference session on the Book-**Media Power in Politics**-Edited by Doris E.Grabber in association with USIS, Chennai at the Dept. of Journalism, University of Mysore, Mysore on Jan 10, 1995
19. Workshop on Curriculum Development in Mass Communication - Paper presented on **Curriculum Development for teaching New Technology**, Osmania University, Hyderabad, March 26, 1996.
20. Workshop on Children's Rights - UNICEF and Directorate of Information & Publicity, Mysore, Dec. 26, 1996. Paper presented- **Media & Child Rights.**
21. Conference on **Strengthening Journalism Education in South Asia**, Colombo, Sri-Lanka, organized by Southern Illinois University Carbondale, USA & USIS. Jan 2-4, 1997.
22. Seminar on Women & Media, Sakal Press, Karnataka Press Academy & Bharatiya Vidya Bhavan, Jan 8 - 9, 1997, Bangalore. Paper presented **Women's problems as reflected in media.**
23. Workshop on **Video production for Journalism Teachers in South Asia**-Organized by the school of Journalism, Southern Illinois University, Carbondale, USA at the University of Pune, Jan. 5 – 10,1998.
24. Resource person Workshop for working Journalists on **Reporting for Print Media**, organized by the Association of Newspaper Editors, Mandya, May 30,1998.

25. Resource Person, Workshop for Working Journalists on **Reporting for print media**, organized by the Association of Journalists, Periapatna, August 16, 1998.
26. Resource person, Workshop of **News writing for Teachers**, organized by SDM College for Women, Mysore, Sept. 6, 1998.
27. UGC Refresher Course in Mass Communication - Symposium, paper presented on **Global Changes & Media Education** at the Dept. of Communication, Bangalore University on January 8, 1999.
28. **Educational Technology**-Lecture delivered at Refresher Course at Academic Staff College, University of Mysore on Jan 18, 1999.
29. **Women & Media**, paper presented at symposium organized by St. Philomena's college, Mysore, Feb. 8, 1999.
30. Training a group of students-Department of Journalism-University of Kashmir in **Video Program Production Techniques** from March 27, to April 1999 at Audio Visual Research Centre, Mysore.
31. **Role of Media in Higher Education** - Lecture delivered at Refresher course at Academic Staff College, University of Mysore on October 7, 1999.
32. **Educational Video**- Lecture cum Demonstration at Refresher course for college teachers-Academic Staff College in October 1999.
33. **Business Journalism**. . Lecture delivered at Refresher course for Teachers at Academic Staff College, University of Mysore on November 17,1999.
34. Press Day Inauguration - Paper Presented - **Investigative Journalism, the Perspectives** - Organized by the District Journalists Association, Madikeri, Kodagu District, July 1, 2000.
35. **Sports Journalism**. . Lecture delivered at Refresher course for Physical Education Instructors at Academic Staff College, University of Mysore, February 18, 2000.
36. **Press & Code of Ethics**. . Lecture delivered at Refresher course for Kannada Lecturers at Academic Staff College, University of Mysore, February 22, 2000.
37. Training a group of students-Department of Journalism-University of Kashmir in **Video Program Production Techniques** from March , to April 2000 at Audio Visual Research Centre, Mysore.
38. Paper presented on **Saving Women's Lives** - at Seminar organized by the Family Planning Association of India, Mysore on July 11, 2000.
39. Paper Presented on-the **Role of United Nations in the International Communication Policy** - on UNO Day at Siddapur, Kodagu on October 24, 2000.
40. Paper presented on-the **Role of Educational Technology in Higher Education**-at a two-day state Level Seminar on Higher Education in India- Issues & Policy perspectives on Financing,

Quality & Management at Post Graduate Centre of Mysore University, Mandya on November 24 & 25, 2000.

41. Paper presented on-**Applied Linguistics in Journalism** at National Seminar on Current Trends in Applied Linguistics organized by Institute of Kannada Studies University of Mysore & Central Institute of Indian Languages on November 29 & 30, 2000 at Mysore
42. **Mass Media and Education**, Lecture at Refresher course for College Teachers at Academic Staff College, Mysore, December 13, 2000.
43. **The Impact of Development Oriented Publicity Programs of the Department of Information Govt. of Karnataka on Rural Masses-** Presented the Research Report at the Seminar sponsored by the Dept. of Information, Govt. of Karnataka, at Mysore, December 20, 2000.
44. **Journalism - an Insight** - Lecture at Refresher course for College Teachers at Academic Staff College, Mysore on May 24, 2001.
45. World Population Day-Chairperson of the session on "**Our Daughters- Our Asset**" - organized by the Family Planning Association of India at Mysore on July 11, 2001.
46. Resource Person "**Importance of Educational TV-Programs**" - Lecture at Refresher course, Academic Staff College, July 24, 2001.
47. **Communication Education & Media Needs in India Today** - Paper presented in the Conference organized by Asian Media Information & Communication Centre of India on November 26-27, 2001 at Chennai.
48. **Karnataka Governments' Right to Information Act 2000-** Paper presented at the International Conference on "Communication for Development in the Digital Era" from February 6-8, 2002 organized by the University of Madras at Chennai.
49. '**Print Journalism in India in the New Millennium** ', Seminar organized by the St.Philomina College, Mysore on February13, 2002.
50. '**Role of Communication Technologies in Higher Education**', Lecture given at Refresher Course for college teachers in the Library & Information Sciences, Academic Staff College, Mysore on February 14, 2002
51. **Media & Society**, Lecture given at Refresher Course for college teachers in Sociology, Academic Staff College on March 7, 2002.
52. **Script writing for Educational Programmes**, Workshop for Distance Education Teachers, Resource Person, KSOU, Mysore, January 20,2003.
53. Contribution of Electronic Media to Development-

Media Conference on **Development Journalism**,
Karnataka Media Academy, ATI, Mysore, May 3 and 4,
2003.

54. **Participatory Research Methods**, Workshop
Organized by the Project on Third Sector Governance
at Mysore, September 23,2003.
55. **Integrated Approach to Journalism Education-**
Paper presented at Seminar on Journalism Education
in New Millennium, Organized by the State Journalism
Teacher's Association at NMKRV College, Bangalore,
January 4 and 5, 2004.
56. **Southern Region Consultation for EDUSAT
Utilization**, Participated as a Media Expert, Anna
University, Chennai, January 19 and 20, 2004.
57. **The Responsibility of the Press towards Neglected
Communities in India-** paper presented at Seminar
on Alternative Press, Organized by *Samvada*, the
Monthly Intellectual Journal Edited by Indudhara
Honnapura, at Mysore, February 1,2004.
58. **Mass Media and Media Effects** – Lecture delivered in
The orientation programme for the college teachers at Academic
Staff College, June 17,2004.
59. **Editorial and public opinion and policy making -**
Lecture delivered in the orientation programme for the
College teachers at Academic Staff College, June
17,2004.
60. **Career Challenges in Journalism and Communication-**
Resource Person, NMKRV College, Bangalore, January 24, 2005.
61. **Media Selection in Teaching-Learning in Schools-**Training in
Education Technology-Workshop for the officers of DIET-District
Institute of Education and Training, Karnataka and Andhra Pradesh-
Resource Person, Regional Institute of Education, NCERT, Mysore,
March15, 2005.
62. **Previewing Educational Media Programmes-**Training in
Education Technology-Workshop for the officers of DIET-District
Institute of Education and Training, Karnataka and Andhra Pradesh-
Resource Person, Regional Institute of Education, NCERT, Mysore,
March18, 2005.
63. **Media Research in Education Technology-**Training in Education
Technology-Workshop for the officers of DIET-District Institute of
Education and Training, Karnataka and Andhra Pradesh-Resource
Person, Regional Institute of Education, NCERT, Mysore, March19,
2005.
64. **GRAMSAT – Village Satellite for Empowerment of Rural
People in India – Indian Satellite for Pro-Social Needs -** Paper
presented at 14th AMIC Conference – Media and Society in Asia :
Transformations and Transition : **Beijing, People's Republic of
China.** July 18-21, 2005.

65. **Role of Press in Democracy**, Lecture delivered in the Refresher Course for college teachers. Academic Staff College, Mysore, September 5.2005.
66. **Role of Education Technology in Higher Education**, Lecture delivered in the Refresher Course for college teachers. Academic Staff College, Mysore, September 5.2005
67. **Communication Models and Teaching Models of Communication**, Lecture delivered in the training programme for Kendriya Vidyalaya Teachers, Organized by Zonal Institute of Education and Training, Kendriya Vidyalaya Sangathan, Mysore, September 15, 2005.
68. **Electronic Media Education in India - Synergy between Media and Media Institutions**, paper presented in the seminar organized by Prasar Bharati Corporation of India, Bangalore Doordarshan at Mysore, September 18, 2005.
69. **Communication Models and Teaching Models of Communication**, Lecture delivered in the training programme for Kendriya Vidyalaya Teachers, Organized by Zonal Institute of Education and Training, Kendriya Vidyalaya Sangathan, Mysore, September 25, 2005.
70. **Sensitizing Media to Rural Development**, Paper presented in a Seminar on Rural Development Programmes and Role of Media in its Implementation, organized by the *Abdul Nazir Sab* Institute for Rural Development, Mysore, November 17, 2005.
71. **Education Technology in Higher Education**, Lecture delivered in the Refresher Course for college teachers. Academic Staff College, Mysore, December 16, 2005.
72. **Indian Press in Democracy**, Lecture delivered in the Refresher Course for college teachers. Academic Staff College, Mysore, December 16, 2005.
73. **Trends in Visual Arts – Indian Advertising**, Paper presentation in the UGC Seminar held at CAVA, Mysore, January 23, 2006.
74. **Communication Skills in Extension Work – Resource Person** in a course on 'Itinerary Training Programmes to the Officers of Coffee Board', Organized by the Administrative Training Institute, Govt. of Karnataka, Mysore, January 24, 2006.
75. **Women and Media –** Chaired the session in the International Conference on 'Universities for Women – Challenges and Perspectives', Organized by the *Sri Padmavati Mahila Visvavidyalayam*, Tirupati, February 1-3, 2006.
76. **Communication Skills in Extension Work – Resource Person** in a course on 'Itinerary Training Programmes to the Officers of Coffee Board', Organized by the Administrative Training Institute, Govt. of Karnataka, Mysore, February 21, 2006.
77. **Communication Skills in Extension Work – Resource Person** in a course on 'Itinerary Training Programmes to the Officers of Coffee

Board', Organized by the Administrative Training Institute, Govt. of Karnataka, Mysore, March 3, 2006.

78. **Communication Skills in Extension Work** – Resource Person in a course on 'Itinerary Training Programmes to the Officers of Coffee Board', Organized by the District Training Institute, Govt. of Karnataka, Mysore, April 18, 2006.
79. **Lecture Presentation under the OLP- Occasional Lecture Program** – on invitation from the university, on **Press in India: Trends and Perspectives** – School of Journalism, Indiana University, Bloomington, 900 East Seventh Street, Bloomington, IN 47405, USA, **February 19, 2007.**
80. **'Globalization and Higher Education'**, Fulbright Visiting Scholar Conference in Denver, Colorado, USA, April 11-14, 2007.
81. **Lecture Presentation under the OLP- Occasional Lecture Program**, on invitation from the university, on **Mass Media in India: Recent Trends** – The John H. Johnson School of Communications 525 Bryant Street NW, **Howard University Washington, DC 20059, USA, April 3, 2007.**
82. Resource Person, Workshop- Public Relations and Corporate Communications - "**Corporate Communication**", For PROs of KPCL organized by the Karnataka Power Corporation, Govt. of Karnataka, Bangalore, **November 5, 2007.**
83. Resource Person, Workshop- Public Relations and Corporate Communications - "**Tools of Corporate Communication**", For PROs of KPCL organized by the Karnataka Power Corporation, Govt. of Karnataka, Bangalore, **November 6, 2007.**
84. Resource Person, Workshop- Public Relations and Corporate Communications - "**CSR- Corporate Social Responsibility**", For PROs of KPCL organized by the Karnataka Power Corporation, Govt. of Karnataka, Bangalore, November 7, 2007.
85. **'Tribal Community –Development and the Role of Media'**, seminar, chairing the session, organized by the Department of Studies in Communication and Journalism, University of Mysore, at Mysore, February 24, 2008.
86. South Asian Consultation on Adaptation of **UNESCO Model Curriculum for Journalism Education**: Paper presentation on the UNESCO Model Curriculum, Organized by the UNESCO and the University of Hyderabad, at the University of Hyderabad, Hyderabad, March 7-9, 2008.
87. *Panchayat* Women's Power Conference, Paper presentation on **'Information and Awareness in support of Development'**, Organized by the Abdul Nazir Sab Institute for Rural Development, Ministry of Panchayat Raj, Government of Karnataka, at Mysore, March 28, 2008.
88. Woman: Capacity Building Workshop, Chair Session, **Women Capacity Building and Empowerment and Gender Sensitivity**,

Organized by Dr.B.R.Ambedkar Study and Research Centre, University of Mysore, Mysore, August 13,2009.

89. Training workshop on capacity building for women leaders, Paper presented on **Media and Political empowerment of women**, Organized by the University of Mysore, The United Nations Democracy Fund and Centre for Social Research at Mysore, August 19,2009.
90. **Media, Public Attitude and Mumbai Terror of 26/11**, Paper presented in the International Seminar- International Media Readings in Mass Media and Communication, organized by the ***Faculty of Journalism, Lomonosov Moscow State University, Moscow, Russia*** , October 8-10, 2009.
91. Represented the Department of Journalism and Communication, University of Mysore as an Expert in the **Bilateral discussion with the School of Political Communication at Kingston University, London, UK**, March 1-10, 2010.
92. Regional Seminar in Journalism, Paper presentation on '**Media Power in Politics**', Organized by the Government Women's College, Hassan, April 4, 2010.
93. **Citizenship and Media**, Speaker in the workshop for D.Ed students at Javahar Navodaya Institution, Mysore District, April 19, 2010.
94. **Communication Skills in Teaching**, Lecture delivered in the Refresher Course for college teachers. Academic Staff College, Mysore, May 20, .2010.
95. **Content Analysis of Agricultural News Coverage in Leading Language Dailies of India- A Study of Kannada Language, Dailies of Karnataka State**, paper presented in the 19th AMIC Annual Conference- Technology and Culture: Communication Connectors and Dividers, Organized by AMIC at Singapore, June 21-23, 2010.
96. **Advertisements and Consumer Behaviour**, Radio Talk, AIR, Mysore, July 16, 2010.
97. **Choice Based Credit System in Higher Education**, Resource Person, Orientation of Post-graduate Professors, University of Mysore, September 13-15, 2011.
98. **Indian Media Framing of the Image of Muslims: A Content Analysis of Indian English Language Newspapers**, Paper(co-authored, Dr.Priti Kapur) presented in the international conference on Media and Communication Studies: Asian Perspectives, City University of Hong Kong, Hong Kong, December 10-13, 2010.
99. **Journalism Education in Europe and Asia**, Radio Interview, AIR, Mysore, January 4 & 11, 2011.
100. '**Education on the global front**' Symposium Organized by United States India Educational Foundation and All India Institute of Speech and Hearing, Mysore, November 19, 2010.
101. **National Seminar on Media and Audience in New Millennium**, Charing Session- Role of Media in Politics, Karnatak University, Dharwad, February 27, 2011.
102. Workshop on Choice Based Credit System, Resource Person- '**CBCS- Reflections of Experiences with special reference to Tutorials**', Organized by Yuvaraja's College, University of Mysore, Mysore, March 14, 2011.

103. National Conference on New Media and National Development, Chair the Session- '**New Media and Governance**', Organized by Bangalore University, Bangalore, March 19, 2011.
104. National Seminar, **Gender and Human Rights: The Role of Media**, Chair the Session, Organized by Karnataka State Women's University, Bijapur, March 26-27, 2011.
105. National Conference on Need for Greater Accountability, Transparency and Responsibility, Chair the Session and presentation, **Framing Muslims During Pre and Post Gujarat Riots**, Organized by Berhampur University, Berhampur, Orissa, March 29-30, 2011.

14. TV PROGRAMMES PRODUCED:

1. **TV Docu-Drama**, *Quest for Love*, Syracuse University, USA, Copyright 1990.
2. **TV Documentary**, *Lifeline*, Syracuse University, USA, Copyright 1990.
3. **TV Documentary**, *Stairway Variations*, Syracuse University, Copyright, 1990.
4. **A Docu-drama-Ads**, *Necessary Evil*, DOS in Journalism, University of Mysore, 1993.
5. **Cooking demonstration-Nalpak**, DOS in Journalism, University of Mysore, 1993.
6. **A Docu-drama**, *Punishment*, DOS in Journalism, University of Mysore, 1993.
7. **A profile**, *self-defense*, DOS in Journalism, University of Mysore, 1994.
8. **A profile**, *Auto Rani*, DOS in Journalism, University of Mysore, 1994.
9. **A feature**, *Cactus*, DOS in Journalism, University of Mysore, 1994.
10. **A documentary**, *With Love from Sweden*-DOS in Journalism, University of Mysore, 1994.
11. **A news feature**, *Interactive TV*, DOS in Journalism, University of Mysore, 1994.
12. **A documentary**, *Bridging the Void* - University of Mysore, 1995.
13. **A documentary**, *Estimating Predator & Prey Populations* - A.V.R.C., Mysore, June 1996.
14. **A documentary**, *Sanctuary for Endangered Species*, A.V.R.C. Mysore, 1997.
15. **A news feature**, *Manasa 98* - part I & II. A.V.R.C. Mysore, 1998.
16. **A documentary**, *Giant Marvel-I*, A.V.R.C., Mysore 1998.
17. **Lecture demonstration**, *Advertising* - SAARC, school of Journalism, Carbondale 1998.
18. **A documentary**, *Monuments of Splendor* – UGC (Kannada) A.V.R.C., Mysore, December 1998.
19. **Lecture demonstration**, '*Growth & Development of Frog*', UGC, (Kannada) A.V.R.C., Mysore, December 1998.
20. **Lecture demonstration**, *Environment & Pond Eco, system*, UGC (Kannada) A.V.R.C. Mysore, Dec 12.
21. **A documentary**, *Giant Marvel-II* UGC, A.V.R.C., March 1999.
22. **A documentary**, *Jewel in the crown* --- UGC, A.V.R.C., March 1999.
23. **A documentary**, *Early Chalukyan temples-Aihole*, UGC, A.V.R.C., Mysore, June 1999.
24. **A documentary**, *Early Chalukyan Temple-Badami*, UGC, Audio Visual Research Centre, Mysore, Mysore, Sept 1999.

25. **A documentary**, *The Inside Glory*, UGC, Audio Visual Research Centre, Mysore, Mysore, Sept 1999.
26. **A documentary**, *Early Chalukyan Temple- Pattadakal*, Part I & II UGC, Audio Visual Research Centre, Mysore, October 1999.
27. **A documentary**, *Dasara on Canvas*-UGC, Audio Visual Research Centre, University of Mysore, Mysore, December 1999.
28. **A documentary**, *Shaping Young Minds*-UGC, Audio Visual Research Centre, Mysore January 2000.
29. **A documentary**, *Quality Assurance-NAAC*, May 2001 UGC, Audio Visual Research Centre, University of Mysore, Mysore
30. **A documentary**, *Mysore University- A Tradition of Excellence*- May 2001,AVRC, University of Mysore, Mysore.
31. **A documentary**, *Lakes in Tears*, UGC & Commonwealth of Learning, Canada, July 2001.

15. MISCELLANEOUS:

1. Chairperson of the Dept. of Journalism & Mass Communication, University of Mysore, 1987- 89, 1993-95, 1997-August 1998, April 2004 – 06.
2. Member of the **Karnataka Media Academy** 1987-89, 1993-95. 1997- 98, 2005-06.
3. Member of the Faculty of Arts 1984-86, 1987-89, 1993-95, 1996 - continued.
4. Member of the **Academic Council** 1987-89, 1993-95. 1996 - 2003.
5. Chairperson, Board of Studies in Journalism and Mass Communication, University of Mysore, Mysore, 1989-1994, 1995-96, 1996 – 2004, 2005- 9.
6. Member, Board of Studies in Visual Arts, Academy of Visual Arts, University of Mysore, 1987-94.2009- continues
7. Member, Executive Committee, CAEJAC - The Commonwealth Association for Education in Journalism and Communication.
8. **Director**, Audio Visual Research Centre, University of Mysore, Manasagangotri, Mysore, December 1995 – March 2004.
9. Member, SAP Committee, University Grants Commission, New Delhi 2000-2001
10. Member, Advisory Committee, District Primary Education Program, Govt. of Karnataka, Bangalore 1999-2001
11. Member, National Expert Committee for Electronic Media courses, UGC 2001.
12. Counselor, Family Court, Mysore 2002 –2003.
13. **Expert** representing University Grants Commission - Advisory Committee of SAP for the Department of Communication & Journalism, Sri. Padmavathi Mahila Vishvavidyanilaym, Tirupathi nominated by UGC for 2002 – 2006.
14. Member, **EDUSAT** Programme Committee,(EDUSAT-India's first exclusive satellite dedicated to education), Department of State Educational Research and Training (DSERT), Govt. of Karnataka, Bangalore, 2003 – 2006.
15. Member, **NAAC Peer Team**-National Assessment and Accreditation Council Peer Team, India, 2004-continued.
16. Examiner, UPSC, New Delhi, 2007- continued.

16. COUNTRIES VISITED:

1. Canada, China, Germany, Hong Kong, Nepal, Russia, Singapore, Sri Lanka, Thailand, UK, USA.

17. *Ph.D. PROGRAMME:*

1. **Ten candidates have been awarded Ph.D.**
2. **Guiding Four candidates** for Ph.D. Degree in the following areas;
 - i) The social cultural impact of new media on society – A case study of four districts of Karnataka.
 - ii) An evaluation of Communication Technology in education – An analytical study of the Vishveshwariah Technological University's EDUSAT satellite based E-Learning programme.
 - iii) A comparative study of the telecast of Kannada news in Doordarshan and private TV channels.
 - iv) Engendering Governance at the Grassroots: An Analytical Study of the Role of Media in Empowering Women in Gram *Panchayats* in Karnataka.
 - v) Portrayal of Women in Leading Kannada Newspapers - A Comparative Study of *Vijaya Karnataka* and *Prajavani* Dailies.

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