

CURRICULUM VITAE OF PROFESSOR

UNIVERSITY/ INSTITUTION: University of Mysore, Karnataka State.

- 1) **Name** **Prof.B.P.Mahesha Chandra Guru**
Mobile: 9448462590
Email: bpmcguru@yahoo.com

2) **Educational Qualification**

Graduation & above	Subject	Class	Year	University
B.A	Journalism, Economics, Criminology	II Class	1978	University of Mysore
M.A.	Journalism and Mass Communication	II Class	1980	University of Mysore
Ph.D.	Journalism and Mass Communication	-	1999	Mangalore University

Subject taught with specializations:

- Development Communication
- Corporate Communication/Public Relations
- Media Research
- Print Media

3) **Date of Birth**

Month	Date	Year
January	31	1957

4) **Positions held**

	From	To	Institution
Reporter/Sub-Editor	1980	1982	PANCHAMA, Fortnightly
Research Associates	1982	1984	National Institute of Rural Development, Hyderabad.
Asst. Director (Public Relations)	1984	1986	Indian Standards Institution, Chandigarh.
Lecturer	1986	1989	Bangalore University
Reader(Direct)	1989	1999	Mangalore University
Professor (CAS)	1999	till date	University of Mysore

5) Research Publications : 42 (Fourty only)

a) Referred Journals	22 (Twenty Two) Name of Journal, Year of Place of Publication, Vol. Pages, Authors
National	List Enclosed for Details
b) Other Journals	20 (Twenty only) Name of Journal, Year of Place of Publication, Vol. Pages, Authors

5a.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 Samooha Madhyamagalu”*, Maanavika Karnataka, Kannada Quarterly of the University of Mysore, Vol.No.22 (2,3,4), Prasara, Mysore, 1992.
4. *“Pathrika Prapancha: Dr. B.R. Ambedkar Drusthikona”*, Maanavika Karnataka, Kannada Quarterly of University of Mysore, Vol.No.23 (1&2), Prasara, 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, Makhnal 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 Makhnal 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, Makhnal 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.
36. "National Media Policy in India: Dr. B.R. Ambedkar's Perspective", (ed) Dr. Vishwanath, *"Ambedkar and India's Socio-Economic Scenario"*, Dr. B.R. Ambedkar Study Centre, Mangalore University, India.
37. "Role of Propaganda in National Development", *Communication Today*, Vol. 10 (04), Oct - Dec, 2007, Pulitzer Institute of Communication Studies and Research, Jaipur, India.
38. Political Propaganda in Indian and Yemeni Republics-A Comparative Analysis, Journal of Communication, May, 2008, Karnatak University, Dharwad, India.
39. Dr.B.R.Ambedkar Avara Baduku, Horata Mattu Vicharagala Prastutate, Prasaranga, 2009, Karnataka Viswavidyalaya, Dharawada, India.

40. Academic Library Management in India: Challenges and Opportunities, International Conference on Academic Libraries, University of Delhi, India, October 2009.
41. Contribution of Dr.Ambedkar to Social Freedom (Co-Author), Yojana, 27(1), August, 2010.
42. Scholarly Communication in Indian University Libraries (Co-Author) Indian Journal of Library and Information Science, 4(3) September-December, 2010, pp.217-222.
43. Rajarshi Nalvadi Krishna Raja Wodeyar: The Founder of Mysore University, Suvarna Manasa, Special Souvenir, 2011, University of Mysore, Mysore, pp.09-14.
44. The Role of Media in the Protection of Child Rights: A Perspective, Proceedings of One Day National Conference on Media and Human Rights: The Global Scenario, Karnataka State Higher Education Council and Center for Communication Programmes, Tumkur University, Bangalore, November 23, 2011, pp.73-81.

National Conferences	List Enclosed for Details
National	46 (National)
International	02 (International)

Details of Participation in Conferences

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 Gangothi, 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 the workshop on Intellectual Property Rights, jointly organized by the IPR Cell, University of Mysore and National Law School of India, Manasagangotri, Mysore, January 15-16, 2005
 29. Participated in South India Regional Workshop on “Human Trafficking: Challenges Ahead” jointly organized by Odanadi, Mysore & ATSEC – India, Mysore, November 23 & 24, 2004.
 30. 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.
 31. Participated in National Seminar on “Environmental Concerns and Media” organized by Mangalore University, Mangalore Feb 14 & 15, 2005.
 32. Presented a paper on “National Media Policy : Dr. B.R. Ambedkar’s Perspective” in the National Seminar on “Ambedkar and India’s Socio-Economic Scenario”, organized by Dr. B.R. Ambedkar’s Study Centre, Mangalore University, September 04-05, 2005.

33. Presented a paper on “Women in the 21st Century Media” in the National Seminar on “Women Empowerment”, organized by Dr. B.R. Ambedkar Research and Extension Centre, University of Mysore, Manasagangotri, March 17-19, 2008.
34. Presented a Paper on “An Evaluation of Communication Parameters and Practices of Non-Governmental Organisations in Karnataka State, in the National Seminar on Triology of Non-Governmental Organisations, Community Engagement and Development Ethos, Institute of Development Studies, University of Mysore, Manasagangotri, December 12-13, 2008.
35. Presented a Paper on “Role of National Service Scheme in Rain Water Harvesting, in the National Workshop on Rooftop Rainwater Harvesting and Groundwater Recharge” Organised by the Department of Studies in Geology, University of Mysore, Manasagangotri, February 20-21, 2009.
36. Presented a Paper on “Empowerment of Dalits: Swamy Vivekananda’s Perspectives” Organised by the Department of Studies in Philosophy, University of Mysore, Manasagangotri. November 13-14, 2009.
37. Presented a Paper on “Academic Library Management in India: Challenges and Opportunities”, in the International Conference on Academic Libraries, Organised by Delhi University, October 05-08, 2009.
38. Participated as Resource Person in Training Programme for AYUSH Doctors under National Rural Health Mission held at Hassan during February 15-19, 2010 and Delivered Lectures on Personality Development.
39. Participated and Chaired a session in the National Seminar on ‘Economic Development and Socio-Cultural Change in the Era of Globalisation’ organized by Society for Indian Medical Anthropology, Mysore on March 25-27, 2010.
40. Presented a Paper on “Dr.B.R.Ambedkar: The Legendary Journalistic Missionary in India”, in the National Seminar on “Journalism in India: From Mission to Profession – 1947 to 2010, organized by the University of Mumbai, Mumbai, November 18-19, 2010.
41. Presented a Paper on “Media Intervention for the Empowerment of De-notified Tribes of India”, in the National Seminar on ‘Ethno-historical Development of De-notified Tribes (DNTs): Issues and Prospects’, jointly organized by Centre for the Study of Social Exclusion and Inclusive Policy and Department of Studies in History, University of Mysore, Manasagangotri, December 23-24, 2010.
42. Presented a Paper on “Exposure of Children to Video Games in Karnataka: An Empirical Study” in the Sixth International Multi-Disciplinary Conference: Knowledge in New Millennium, Organised by U.I.S.I.A, January 14-15, 2011, Mysore, India.
43. Participated as the Chairperson of the Technical Session at UGC Sponsored National Conference on New Media and National Development, Organised by Department of Post Graduate Studies and Research in Communication, Bangalore University, Bangalore, March 18-19, 2011.

44. Participated as the Chairperson of the Technical Session at National Conference on Women and Work: Policies Towards Economic Inclusion, Jointly Organised by Centre for Women's Studies and Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore, Mysore, March 21-22, 2011.
45. Participated as a Resource Person in the panel Discussion at UGC sponsored National Seminar on Gender and Human Rights: The Role of Media, organized by the Department of Journalism and Mass Communication, Karnataka State Women's University, Bijapur, March 26-27, 2011.
46. Presented a Paper in the Regional Seminar on 'Indian Journalism: Dr.B.R.Ambedkar's Perspective', Jointly Organised by Field Marshal K.M.Kariappa First Grade College, Dr.B.R.Ambedkar Studies and Research Centre, Karnataka State Open University and ICSR, Madikeri, April 02, 2011.
47. Participated as a Resource Person in the UGC sponsored Regional Seminar on the Contemporary Relevance of Dr.B.R.Ambedkar and Presented a Paper on the Journalistic Contributions of Dr.B.R.Ambedkar jointly organized by Dr.B.R.Ambedkar Studies Centre, J.S.S. Maha Vidya Peeta, Mysore and JSS Women's College, Kollegala at Kollegala, April 7-8, 2011.
48. Presented a Paper in the UGC Sponsored National Seminar on "Dr.Ambedkar's Vision of Social Upliftment – Emerging Challenges and Strategies" Organised by Dr.Ambedkar Studies Centre, Avinashilingam Institute for Home Science and Higher Education for Women University, Coimbatore, Tamil Nadu, August 18, 2011.
49. Presented a Paper on 'Health Interventions for Sustainable Development in India: A Perspective' and Chaired a Technical Session in the National Conference on 'Multilevel Interventions for Health Care: Framing New Inclusive Health Policies' organized by the Centre for the Study of Social Exclusion and Inclusive Policy, University of Mysore and Indian Council of Medical Research, Mysore, September 8-9, 2011.
50. Presented a Paper on 'The Role of Media in the Protection of Child Rights: A Perspective' in the National Conference on Media and Human Rights: The Global Scenario, jointly organized by Karnataka State Higher Education Council and Center for Communication Programmes, Tumkur University, Bengaluru, November 23, 2011.
51. Presented a Paper on 'Glocalisation of Communication for Grassroots Development: A Factor Analysis, in the International Conference on 'Glocal Communication', organised by Public Relations Council of India, Bengaluru, November 26, 2011.
52. Participated as a Resource Person in the National Integration Camp on 'Youth for National Unity' jointly organized by State NSS Cell, Dept of Youth Services, Government of Karnataka, NSS Cell, Bangalore University and Government First Grade College, Chikkaballapur and delivered a special lecture on 'NSS and National Integration', December 03, 2011, Chikkaballapur, Karnataka.
53. Presented a paper on 'Media Intervention for Prevention and Rehabilitation of Missing Girls and Women' jointly organized by Karnataka State Commission for Women and Centre for the Study of Social Exclusion and Inclusive Policy, Mysore, January 23-24, 2012.
54. Participate as a Resource Person in the National Integration Camp jointly organized by State NSS Cell, Dept of Youth Services, Government of Karnataka, NSS Cell, Department of Youth Services, Department of Collegiate Education and Government Science College, Hassan and delivered a special lecture on 'Role of

NSS in Communal Harmony and National Integration’ January 25, 2012, Hassan, Karnataka.

55. Participated as a Resource Person and delivered lectures on ‘Use of Language in Print and Electronic Media’ for the Doctoral and Post Doctoral Research Scholars of National Testing Service-India, January 18 and 27, 2012, Central Institute of Indian Languages, Mysore, Karnataka.
56. Presented a paper on ‘Role of Media in Cultural Heritage and Eco Tourism – A Perspective’ in the XIth International Conference on Environment, Tourism and Development, jointly organized by the Department of Studies in Geography, University of Mysore and Deccan Geographical Society of India, Manasagangotri, Mysore, Karnataka, February 22-24, 2012.
57. Presented a paper on ‘Politics of Social Exclusion and Inclusion in India: A Perspective in the UGC-SAP National Seminar on ‘Politics in India with Special Reference to Social Exclusion’ organized by the Department of Studies in Political Science, University of Mysore, Karnataka, February 28-29, 2012.

d) Books/Chapter	Publication	Year, Level
1. Rural Communication in India	Academic Publisher, Bangalore	1989, Kannada Version-Regional
2. Life and Mission of Dr.B.R.Ambedkar	Publication Division, Karnataka University, Dharwad	2009, Kannada Version, Regional
3. Future of Higher Education in India (one chapter)	Higher Education – Vision 21 st Century, Vidya Publishing House, Mangalore, India, 2000,	2000, English Version, National
4. Grassroots Development Communication	Sarup Book Publishers, Pvt Ltd, New Delhi, India	2011, English Version National – ISBN-978-81-7625-756-5
5. Lankesh: Rebel Journalist	Prasaranga, Karnataka State Open University, Mysore, India.	Kannada Version, (Under Printing) Regional
6. Literature, Women and Empowerment	Prasaranga, University, of Mysore, India.	Kannada Version, (Under Printing) Regional
7. Kannada Film World	Prasaranga, University, of Mysore, India.	Kannada Version, (Under Printing) Regional
8. Theatre Communication	Prasaranga, University, of Mysore, India.	Kannada Version, (Under Printing) Regional
9. Empowerment of Dalits	Mysore University SC/ST Employee’s Association (Reg) University of Mysore, India	Edited Volume, English Version, National
10. Antyodaya	Mysore University SC/ST Employee’s Association (Reg) University of Mysore, India	Edited Volume, Kannada Version, Regional

B) Research Done:

I began my innings as a Research Associate in the National Institute of Rural Development, Hyderabad in 1982 and gained first hand experience in research design, primary data collection, statistical analysis and drafting of project reports under eminent researchers in India. I have served in Bangalore, Mangalore and Mysore Universities as a teacher and research supervisor for about 25 years. I have guidance more than 100 masters dissertations and 05 doctoral research scholars successfully. I have also adjudicated the doctoral thesis in Indian and Foreign Universities. I had undertaken research project in the area of Government Advertising, Department of Information, Government of Karnataka. As Chairperson of the Department of Studies in Communication and Journalism, University of Mysore, I submitted SAP proposal and played a decisive role in getting UGC financial assistance to the tune of Rs.25,00,000/-. I have been a research consultant to some leading NGOs and media institutions in the country. Even now, I am actively involved in the research and development activities concerning Communications and Journalism within and outside the University of Mysore.

6) Ph.D's Guided

Name	Title of Thesis	Year	University
1. E.Narayanappa	Media Intervention for Dairy Development in Karnataka State:Evaluation	2005	University of Mysore
2. S.Maheshkumar	Television in Tribal Development – A Case Study of Jhabua District, MadhyaPradesh	2005	University of Mysore
3. G.S.Susheelamma	Bandaya Sahityada Belavanigeyalli Pramukha Kannada Niyatakalikegala Patra	2005	University of Mysore
4. Mariswamy	Karnataka Rajyadalli Girijanabhivruddiyalli Samvahanada Patra	2007	University of Mysore
5. D.J.Dange	A Study on Media Habits and Information Acquisition Among SC/ST Personnel in Research Training and Developmental Institutions of Ranga Reddy District, A.P.	2009	University of Mysore
6. J.R.Jagadish	Impact of Television on Adolescents in Karnataka: An Evaluation	2011	University of Mysore

7) Awards and Recognitions

Actively involved in Karnataka State Public Service Commission, University Grants Commission, National Assessment and Accreditation Council and many research and development agencies as an examiner, consultant and supporter.

8) Membership and Fellowship of Professional Bodies

- Indian Council for Communication Training and Research, Bangalore, 1986.
- Indian Association for Media Educators, Mangalore-1990.
- Public Relations Society of India, Mangalore – Manipal Chapter-1990.
- Public Relations Council of India, Bangalore-1999.
- Commonwealth Association for Education in Journalism and Communication (India Chapter), Hyderabad – 1999.
- Centre for Media Studies, New Delhi-2000.
- National Council of Development Communication, Varanasi, U.P. – 2005.
- Public Relations Council of India, Bangalore-2007.

9) Visits Abroad : Nil

10) Research Projects : (Period, Agency, Amount)

- 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.
- Principal Investigator in UGC Minor Research Project, “Impact of Television on Adolescents: An Evaluation in Karnataka State (Project Amount Rs.85,000/-) 2009.
- UGC-SAP awarded to the Department of Studies in Communication and Journalism, University of Mysore on ‘Role of Communication in Tribal Development’, (Rs.25,00,000/-), 2005.

11) Other Significant Contributions

a. Administrative Position held

- Dean of Students Welfare, University of Mysore (2004)
- Programme Co-ordinator, National Service Scheme, University of Mysore, since 2008.

b. Membership of University Authorities

- Chairman, Board of Examiners/Board of Studies at P.G and U.G. (University of Mysore, 1990 – 91, 2000 – 04, Mangalore University, 1989 – 99, Karnataka State Open University 2000 - 09).
- 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, Bharatiyar University, Pondicherry University, Viswabharati University (Shantiniketan), Gulbarga University (Jnanaganga) etc., 1986 – 2010).
- Member, Affiliation Commission, University of Mangalore, (1990 – 97), University of Mysore, (2005-2010).
- Chairman, Affiliation Commission, University of Mangalore, (1998 – 99).
- Member, Faculty of Arts, (University of Mangalore [1990 – 99] and University of Mysore [2000 – 10]).
- Member, Assessment Committee for Promotion (UGC Career Advancement Scheme) Calicut University (2002) and University of Mysore (2004).
- Chairman, DOS in Communication and Journalism, University of Mysore, January 1, 2001-September 2005.
- Examiner, State Level Entrance Test in Mass Communication and Journalism, Government of Tamilnadu, Bharatiyar University, Coimbatore, Tamilnadu, February 11, 2012.
- Member, Board of Appointment in Mass Communication and Journalism, University of Mysore (2005), Bharathiar University, Coimbatore (2005) and Calicut University, Calicut (2001), Devi Ahalya Viswavidyalaya, Indore (2009).

c) National /International Committees and Assignments

- Examiner, Karnataka Public Service Commission, Bangalore, 1990 – 2009.
- Examiner, Union Public Service Commission, New Delhi, 1998 – 2009.
- Member, Peer Group, National Assessment and Accreditation Council (NAAC) Bangalore, 2004.

d) Special Efforts for Curriculum Development, Teaching and Evaluation

- Served as Member of Board of Studies in Bangalore University, Mangalore University, Kuvempu University, Mysore University etc. and contributed for curriculum design and betterment both under non-semester and semester schemes.

e) Any other

- Chief Warden, Central College Hostel, University of Bangalore, 1988 – 89.
- Member, Staff Recruitment Committee – (Promotion) Canara Bank, Mangalore, 1992 – 94.
- 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, Central University, Pondicherry, Jahangirabad Institute of Technology, Lucknow, etc.
- External Referee, for the award of Ph.D. Degree, Karnatak University, (2002), Padmavati Mahila University, (2005), Calicut University, (2005), and other Universities in the country.
- Edited Souvenirs brought out by New Mangalore Port Trust, Mangalore, in Commemoration of Birth Centenary of ‘Bharath Ratna’ Dr.B.R.Ambedkar, (1994), D.Sanjeevaiah Memorial Education Trust, Mysore (2001) and Mysore University SC/ST Employees Association (Regd) 2011.
- Worked as Resource Person during 1989 – 2011 for various Academic Staff Colleges in South India.
- Delivered Special Lectures during 1986-2011 in coaching classes organized by various agencies for Central/State Services Examinations, SLET/NET examinations at Bangalore, Mangalore and Mysore cities.
- Secretary of Jeevan Jyothi Kutumbha Abhivridhi Kendra (Affiliated Christian Children’s Fund) Hadhya, Chamarajanagar District, Karnataka State, since 1999.
- Founder President of Mysore Film and Cultural Society, Mysore, 2001.
- Organized a Film Festival on Social Justice in association with Bahuroopi at Rangayana, Mysore, January 29 – February2, 2003.
- Organized a Film Festival MAYA – 2003 in association with Mysore Film and Cultural Society, February 27, 2003.
- Organised several camps and Special lectures under National Service Scheme, University of Mysore, 2008-10.
- Organized university level cultural competitions and NSS special camps as Dean of Students Welfare and Programme Co-ordinator during 2004-2010.
- Organized two university level national service camps during 2008 and 2009 as Programme Co-ordinator, NSS, University of Mysore.

SELF-APPRAISAL

I began my professional innings as a journalist in a reputed progressive Kannada periodical namely 'Panchama' after the completion of Masters Degree in 1980. Thereafter, I served the National Institute of Rural Development, Hyderabad as a Research Associate during 1982-1984 and gained first hand experience in research design, primary data collection, statistical analysis and drafting of project reports under eminent researchers in India. I also joined the Government of India as an Assistant Director (Public Relations) and served there as Public Relations Officer during 1984-1986 in Chandigarh. have served in Bangalore, Mangalore and Mysore Universities as a Lecturer, Reader and Professor for about 25 years during 1986-2010. I have guidance more than 100 masters dissertations and 05 doctoral research scholars successfully. I have also served the University of Mysore as Director of Students Welfare (2004) and Programme Co-ordinator of National Service Scheme (2008-10) and strengthened the areas of students welfare and social welfare. I have also adjudicated the doctoral thesis in Indian and Foreign Universities. I had undertaken research project in the area of Government Advertising, Department of Information, Government of Karnataka. As Chairperson of the Department of Studies in Communication and Journalism, University of Mysore, I submitted SAP proposal and played a decisive role in getting UGC financial assistance to the tune of Rs.25,00,000/-. I am also closely associated with the Karnataka Public Service Commission and Union Public Service Commission as an Examiner during 1990-2010. I have also served as the Member of Board of Appointment in Mysore University, Calicut University and Devi Ahalya University during 1999-2010. I also served the National Assessment and Accreditation Council (NAAC) as the Member of the Peer Group during 2004-05. I have been a research consultant to some leading NGOs and media institutions in the country. I am actively involved in the research and development activities concerning Communications and Journalism within and outside the University of Mysore.

Dr.B.P.Mahesh Chandra Guru

Professor