

CURRICULUM VITAE

Name: Dr. HEMALATHA R.

Designation and Address: Assistant Professor,
Department of Journalism and Mass Communication,
Karnataka State Open University,
Mysuru, Karnataka.

Husband Name: Sri. Sandeep N.

Date of Birth: 12-05-1985

Phone/mob: 9535282063

Email Id: nallahalli.1@gmail.com

Gender: Female

Marital status: Married

Nationality: Indian

Educational qualification:

- PhD, University of Mysore, Mysuru, 2019
- Cleared UGC- NET in June 2011
- Masters in Communication and Journalism, 2008
University of Mysore, Manasagangotri,
Mysore.

Academic background

| Course | Year | Institute/University | Subjects | % and Class obtained |
|--------|------|---|-----------------------------------|----------------------|
| PhD | 2019 | University of Mysore | Journalism and Mass Communication | - |
| M.A | 2008 | University of Mysore | Communication and Journalism | 66% First |
| B.A | 2006 | Government College for Women, Mandya. | English Literature | 68% First |
| SSLC | 2000 | St. Thomas English High School, Mandya. | - | 56% Second |

Additional qualifications

Fundamental certification program in Technical Writing, TWB (The Writers Block), Bangalore, July 2008.

Professional experience

Teaching and Administrative Experience- 10 years of Teaching Exp. in KSOU, 02 years in other institutions. Currently serving as HOD, JMC since January 2022. Also served as Coordinator Audio Visuals Studio since 2019-2021 and Serving as Coordinator Audio Studio 2021- till date.

1. Working as Assistant Professor in Karnataka State Open University, Mysore, since 05/12/2012.
2. Worked as Guest Faculty in Department of studies in Communication and Journalism, University of Mysore, Manasagangotri, Mysuru. Handled papers- **Radio Programme Production, Computer Skills for Media, Web Media Communication, Film Journalism**
3. Worked as Guest Faculty in Govt. College for Women, Mandya (Affiliated to University of Mysore). Handled classes for UG students.
4. Worked as Lecturer in Communication and Journalism at JSS College for Women (Autonomous), Saraswathipuram, Mysuru. (from 2009 to 2011)

Industry experience (Journalism)

1. Worked as Sub Editor in **Star of Mysuru, Mysuru**, evening daily (2009).
2. Done internship at Mysore Mail, Mysore (2008)
3. Done two months internship at PAVOSTRINGS PVT LTD as content writer (as part of curriculum) (2008)
4. Worked as freelance technical writer for **top-callingcards.com (2008)**

Abstract of Academic Performance

| Published Research Papers | Invited lectures/ Papers Presented | Training Programs attended | Workshops attended | Radio Programs produced | Video Lectures | Study Materials Developed | Awards | Administrative responsibilities | Additional Responsibilities |
|---------------------------|------------------------------------|----------------------------|--------------------|-------------------------|----------------|---------------------------|-----------------|---------------------------------|-----------------------------|
| ISSN-07 ISBN-07 | 23 | 10 | 10 | 04 | 05 | 10 | State Award -01 | 01 | 01 |

1. Research Papers in Peer-reviewed / UGC Listed Journals

| Sl. No. | Sl. No. in UGC Approved list | Title of the Paper | Name of the Journal | Volume, issue & page nos. | Year of Publication | Latest impact factor* |
|---------|------------------------------|---|--|----------------------------------|---------------------|-----------------------|
| 1 | Peer-reviewed | Challenges and Opportunities in Mass Media and New Media: A Comparative Analysis | IRJMESH | Volume 13 Issue -9 | 2022 | 7.8 |
| 2 | Peer - reviewed | Relevance of New Farm Acts 2020: A Review | Vidyawarta | Vol. 1 Jan to Mar 2021 | 2021 | 7.9 |
| 3 | Peer - reviewed | Mass Media and ICT in education during COVID-19 situations in India – Reflections on Right to Education | AC Journal | Volume – 10 Issue - 10 | 2020 | 6.3 |
| 4 | Peer - reviewed | Impact of Cartoon Television Series on Children | IRJMESH | Volume - 10 Issue - 8 | 2019 | 7.1893 |
| 5 | Peer-reviewed | 'Adult Content in Cartoon Shows: A Content Analysis of Oggy and the Cockroaches as a Case' | International Research Journal of Management Science & Technology. | Volume - 9 , issue - 2 | 2018 | 3.2 |
| 6 | 48312 | A Survey on Children's Apprehension of Adult Content in Cartoon Series | IRJMESH | Vol. 08 Issue 12 pp. 50-63 | 2017 | 6.2311 |
| 7 | Peer - reviewed | Smart Phones and e-Commerce: A Study on Women's Smartphone Usage | IJMDDR | Vol. 01 Issue 17 pp. 34-38 | 2016 | 3.567 |

2. Publications (ISBN)

| Sl. No. | Title with page nos. | Book Title, editor and publisher | Year of Publication | ISBN No. | No. of authors |
|---------|--|--|---------------------|-------------------|----------------|
| 1 | Body Language: Key to Professional Success Lectures of Prof Rashmi Gaur, IIT Roorkee. | Translated 10 Units of the Course - Body Language: Key to Professional Success, offered by Dept. of Humanities and Social Sciences, IIT, Roorkee, under the aegis of NPTEL and Swayam | 2021 | - | 02 |
| 2 | Non-Conventional Energy Resources | Translated 10 Units of the Course - Non-Conventional Energy Resources offered by, IIT Madras, under the aegis of NPTEL and Swayam. | 2021 | - | 02 |
| 3 | Corporate Social Responsibility and Social Development: A Case Study of N. Ranga Rao and Sons Company. | <i>Strategies For Social And Sustainable Competitive Advantage in Globalised Era, Vol. 3, Prof. Meena Rajiv Chandawarkar, Dr. N.L. Mallikarjuna & C.M. Mathapati, Thematic Publications Pvt. Ltd. Pp. 575-578.</i> | 2014 | 978-93-83192-49-6 | 02 |
| 4 | Communication and Human Development: Education and Health Perspective. | <i>Indian Economy-Development Prospects and Perspectives, Dr. N. Hema Lata, Dr. Shyam Lata Juyal. Dr. Kavita Singh, Bharathi Publications. Pp. 490-494.</i> | 2014 | 978-93-81212-77-6 | 03 |
| 5 | Human Development Efforts as Part of Corporate Social Responsibility: A | <i>Innovative Ideas in Business Management, Dr. V.S.Adigal, Dr.</i> | 2015 | 978-93-81212-91-2 | 02 |

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|---|---|--|------|-------------------|----|
| | Case Study of JK Tyres India. | Rita Kant, M. Madhavi, Bharathi Publications. Pp. 202-208. | | | |
| 6 | Mass Media and Marketing Communication: an Advertising Perspective | <i>New Approach in Human Resource and Marketing Management</i> , Dr. Vijay Prakash, Raj Kumar Sah, Bharathi Publications. Pp. 551-555. | 2014 | 978-93-81212-80-6 | 02 |
| 7 | Impact and Driving Factors of Facebook Advertisements: An Appraisal of Internet Marketing Boom. | <i>Innovative Ideas in Business Management</i> , Dr. V.S.Adigal, Dr. Rita Kant, M. Madhavi, Bharathi Publications. Pp 360-366. | 2015 | 978-93-81212-91-2 | 02 |
| 8 | Corporate Communication and Reputation management in the Age of Globalization: An Analysis | <i>Innovative Ideas in Business Management</i> , Dr. V.S.Adigal, Dr. Rita Kant, M. Madhavi, Bharathi Publications. Pp. 452-458. | 2015 | 978-93-81212-91-2 | 02 |
| 9 | New Challenges and Aspirations of Media Education in India with Special Reference to Karnataka. | Socio-Economic Indicators and Women Empowerment | 2013 | 978-93-819790-7-5 | 02 |

3. Invited lectures / Paper Presentation in Seminars / Conferences/ Full Paper in Conference Proceedings

| Sl. No. | Title of the lecture/ paper presented | Title of Seminar / Conference, etc. | Date with Year | Organized by | International (abroad or within country) / National/ State / University |
|---------|---------------------------------------|--|---------------------------|------------------------------------|---|
| 1 | Invited lecture | Radio Programmes | 27-31 Dec 2022 | CIQA & Study Centre, KSOU | Local |
| 2 | Invited lecture | On Health Communication: Health and Food | 29 th Oct 2022 | Akhila Bharatiya Sahithya Parishad | State |
| 3 | An Evaluation of | Dr. Ambedkar's | 20-21, | Ambedkar Studies, | National |

| | | | | | |
|----|---|--|---|--|---------------|
| | Current Indian Journalism with reference to Dr. B.R. Ambedkar | Thoughts on Socio-Economic Development of India : A Revisit | January, 2020 | KSOU | |
| 4 | <i>Likhita Samvahana kuritante Kuvempuravara Chintanegalu: Kuvempuravara Sandarshanagala Ondu Adhyayana</i> | Kuvempu: Yuga Samvedane | 10 th January, 2020 | Centre for Kuvempu Studies, KSOU | National |
| 6 | Violation of Human Rights and Media | ‘Human Rights’ Issues and Challenges in India | 12 th December 2019 | University of Mysore | National |
| 7 | Media and Rural Development – a study of regional Newspapers of Karnataka | Role of Panchyatiraj Institutions in Rural Development | 17 th and 18 th November 2017 | University of Mysore | National |
| 8 | Chaired a Session in Seminar | Role of Panchyatiraj Institutions in Rural Development | 17 th and 18 th November 2017 | University of Mysore | National |
| 9 | Dr. Ambedkar as a Journalist and Social Revolutionary- Reflections on the titles of his newspapers. | Dr. Ambedkar as a Nation Builder | 13 th and 14 th Feb 2016 | Gondwana University Teachers’ Association | International |
| 10 | Media and Health Communication- An Analysis. | Social Work and HIV/ AIDS | 28 th and 29 th March 2014 | UGC and JSS College of Arts Commerce and Science | National |
| 11 | Development Communication and Integrated Rural Development: Indian Perspective | Equality and Sustainable Human Development- Issues and Policy Implications | 24 th May 2014 | Development Research Foundation | International |
| 13 | Role of Public Service Advertisements in National Development | Equality and Sustainable Human Development- Issues and Policy Implications | 24 th May 2014 | Development Research Foundation | International |
| 14 | Invited Lecture on | UGC-NET exam coaching program | 23/11/ 2015 | Govt. College for Women, Mandya. | State |

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|----|--|--|---------------------------------------|---|----------|
| | Communication | | | | |
| 15 | Invited Lecture on Communication Skills | UGC-NET exam coaching program | 24/11/ 2015 | Govt. College for Women, Mandya. | State |
| 17 | Invited Lecture on Current Affairs | UGC-NET exam coaching program | 25/11/ 2015 | Govt. College for Women, Mandya. | State |
| 18 | Invited Lecture on Non Verbal Communication | UGC-NET exam coaching program | 26/11/ 2015 | Govt. College for Women, Mandya. | State |
| 19 | Invited Lecture on Need for Communication Research | UGC-NET exam coaching program | 27/11/ 2015 | Govt. College for Women, Mandya. | State |
| 20 | Invited Lecture on Communication Research Methods | UGC-NET exam coaching program | 28/11/2015 | Govt. College for Women, Mandya. | State |
| 21 | Reflections on Journalism as a Fourth Estate | Recent Development and Trends in India's Democracy | 10 th and 11 th March 2017 | Vijayanagara Sri Krishnadevaraya University, Ballari. | National |
| 22 | Status of Journalism in India: A Watchdog of Democracy | Recent Development and Trends in India's Democracy | 10 th and 11 th March 2017 | Vijayanagara Sri Krishnadevaraya University, Ballari. | National |
| 23 | Journalism and Human Rights | Human Rights- A Natural and Positive Edict | 3 rd Feb 2015 | KSOU, Mysore | National |

4. Workshops / Short term courses Participated / organized

| Sl.No. | Workshops / Short term courses Participated / organized | Duration | Topic | Dates | Funded by |
|--------|---|----------|---|--------------|-----------|
| 1 | Attended a FDP | One Day | Financial Statement Analysis | 25 Jan, 2023 | KSOU |
| 2 | Participated in Workshop | One day | Learning Outcome based Curriculum Framework | 31 May 2022 | KSOU |

| | | | | | |
|----|--|-----------|--|----------------------------|--------------------------------------|
| 3 | Participated in a Short-term course | Five days | Use of Technology and OER for Online Content Development for Better Learning | 22-03-2021 to 26-03-2021 | KSOU & CEMCA |
| 4 | Participated in a Short-term course | One Week | Basic Econometrics (Online Live Workshop) | 25 to 31 Jan, 2021 | UGC |
| 5 | Organized a Workshop | One Week | Radio Program Production as a Method in Pedagogy | 01-07-2020 to 06-07-2020 | KSOU |
| 6 | Organized a workshop | One Week | Radio Program Production as a Method in Pedagogy | 17-02-2020 to 23-02-2020 | KSOU |
| 7 | Participated in a Short-term course (Online) | One week | E Content Development | 09-07-2020 to 15-07-2020 | UGC-HRDC, Gujarat University |
| 8 | Participated in a Short-term course (Online) | One Week | Impact of COVID-19 on Indian Economy and Industry | 14-05-2020 to 20-05-2020 | Rani Chennamma University, Belagavi. |
| 9 | Participated in Refresher's Course | Two weeks | Teacher Educator (Journalism and Mass Communication) | 21-01-2020 to 03-02-2020 | UGC-HRDC, UOM, Mysuru. |
| 10 | Participated in a Workshop | One day | Choice Based Credit System | 19 th July 2020 | KSOU |

5. Other Information:

Radio Programmes produced in All India Radio, Mysuru-

1. "Mudrana Madhyamada Kannada Seve", All India Radio, Mysuru, on 06-06-2020 (20 min duration)
2. "E-Kannada," All India Radio, Mysuru, 04-02-2021 (20 min duration)

Awards and Recognitions:

1. Received **State Award in the area of Health and Communication**, bestowed with the title "**Samskrutika Sevarathna**" on the occasion of Womens Day Celebrations in Mysore, on 12-03-

2023, instituted by *Kaveri Karanata Pradeshika Samskrutika Haagu Sahithya Academy (R)*,
Mysore.

I declare that the above mentioned information and details are true to the best of my knowledge.

(Dr. HEMALATHA R.)