

## **Dr .C.M.VINAYA KUMAR**

Asst. Professor (Senior Scale) & HoD (I/c)  
Dept. of Journalism and Mass Communication  
Krishna University, Machilipatnam  
Andhra Pradesh, India  
Mobile: +91-9985085530  
[drcmvinayakumarku@yahoo.in](mailto:drcmvinayakumarku@yahoo.in)  
[drcmvinayakumar@gmail.com](mailto:drcmvinayakumar@gmail.com)



---

### **Education**

Ph. D. (JMC) (2007)	Journalism and Mass Communication Andhra University, Visakhapatnam Title: “A Factor Analytic Study of Adoption of Telephones by Rural and Urban Women in India: A Case Study of Visakhapatnam District “
MJMC (1993)	Journalism and Mass Communication Andhra University, Visakhapatnam
BJMC (1992)	Journalism and Mass Communication Andhra University, Visakhapatnam
M A (1990)	English Literature Andhra University, Visakhapatnam
B A (1987)	English Literature Acharya Nagarjuna University, Guntur

### **Academic Experience**

- Assistant Professor, Dept. of Journalism and Mass Communication, Krishna University, Machilipatnam from September 2009 till date.
- Teaching Associate, Dept. of Journalism and Mass Communication, Andhra University, Visakhapatnam from October 2005 to 2009
- Lecturer (On Contract), Dept. of Journalism and Mass Communication, Andhra University, Visakhapatnam from 2000 July to 2001.
- Guest Faculty, Dept. of Journalism and Mass Communication, Andhra University, Visakhapatnam from 1998 to 2000.
- Lecturer (P.T) UG S K M L Degree College, Visakhapatnam from 2001 to 2003
- Lecturer (P.T) UG V M C Mahila Degree College, Visakhapatnam from 2000 to 2002
- Lecturer (P.T) UG SBVP Degree College, Visakhapatnam from 1991 to 1992

### **Teaching Experience (Subjects)**

News Editing, Communication Theory, Radio & TV Journalism, Advertising, Layout and Design, Development, Communication, Media Laws and Ethics, Communication Research Methods, International Communication, and Public Relations Theory and Practice

### **Research**

- Recognized Ph.D. guide in the field of Journalism and Mass Communication since 2010. Currently guiding **five** research scholars.
- Guided more than 90 MA dissertations in various topics of media, development, communication technologies, communication etc.,

### **Department Responsibilities**

- Head I/c, Dept. of Journalism and Mass Communication, Krishna University from 2012.
- Member, BoS, Dept. of Journalism and Mass Communication, Krishna University from 2010.
- Member, Departmental Research Committee, Dept. of Journalism and Mass Communication, Krishna University.
- Member, Faculty Research Committee, Dept. of Journalism and Mass Communication, Krishna University.
- Organizing committee member & Treasurer of two-day National seminar on Media Trends and Ethics, held on 20-21 March 2011 organized by Department of Journalism and Mass Communication, Krishna University, Machilipatnam, in association with Andhra Pradesh State Council of Higher Education (APSCHE), Hyderabad.

### **Guest Lectures**

- Department of Journalism and Mass Communication, Acharya Nagarjuna University, Guntur
- MJMC Course, School of Distance Education, Andhra University, Visakhapatnam
- “Communication Skills to Social Service Volunteers” at AG & SGS Degree College of Arts & Science, Vuyyuru.
- “What is Personality Development and How to Achieve it” at DMSSVH College of Engineering, Machilipatnam.
- “Effective Communication Skills for Personality Development” at AANM and VVRSR Polytechnic College, Gudlavalleru.
- “Career Development - A Systematic Approach” at Tummalapalli Kalakshetram, Vijayawada, in a programme organized by Triveni Mahila Degree College, Vijayawada.
- “Presentation Skills for Successful Community Leader” at Andhra Loyola College, Vijayawada.
- “Role of Communication in Knowledge Demonstration” at KTR College for Women, Gudivada
- “Building Effective Community Communication Network -Role of NSS Programme Officers” at NSS Orientation Programme, conducted by Training and Orientation Centre, Andhra University, Visakhapatnam

### **Lessons prepared**

Lessons prepared for Centre for Distance Education, Acharya Nagarjuna University, Guntur

- 1. Development Communication
- 2. International Communication

### **Administrative Responsibilities**

- Chief of Spot Valuation, PG Courses, Krishna University (2015)
- Programme Coordinator, NSS Cell, Krishna University, MTM (2012- Incumbent)
- Associate Editor, Krishnatarangaalu- Krishna University News Letter (2010 - Incumbent)
- Public Relations Officer, Krishna University, Machilipatnam from (2010- Incumbent)
- Member, Central Purchase Committee, Krishna University (2012- Incumbent)
- Member in Contributory Pension Scheme Committee (2012- Incumbent)
- Member, Internal Quality Assessment Cell (IQAC) (2014-Incumbent)
- Member, RUSA Committee (2014)
- University Envoy to His Excellency. Sri. E.S.L.Narasimhan, Governor, Andhra Pradesh for Protocol procedures for Convocation in 2014.
- Media Coordinator, Krishna Tarang (University Youth Festivals)
- Media Coordinator, National Seminar on Microfinance Issues 2012
- Member, Governing Body, DAR College, Nuzvid (2012- Incumbent)
- Member, BoS, Maris Stella College, Vijayawada (2013- Incumbent)
- Member, BoS, Chintalapati Satyavathi Devi St. Therea's Autonomous College for Women, Eluru (2014-Incumbent)
- Member, Academic Council, Noble College, Machilipatnam (2012- Incumbent)
- Member, Academic Council, AG & SG College, Vuyyur (2012-2014)
- Member, Inspection Committee for Affiliation of Satavahana College, Vijayawada 2011
- University Envoy to His Excellency. Sri. E.S.L.Narasimhan, Governor, Andhra Pradesh for Protocol procedures for Convocation in 2012.
- Designated Officer, for publicity on draft electoral rolls in coordination with District Collector, Krishna (2012)
- Member, Audio Visual Equipment Purchase Committee(2010)
- Examination Associate, UG Examination Work, Krishna University (2011)
- Member, Library Committee(2010- Incumbent)
- Member, Medical Facility Committee (2009)
- Member, Committee on 'Earn While You Learn' Scheme (2009)

### **Professional Experience**

- Asst. Editor, '95th Indian Science Congress News Bulletin' Andhra University 2008
- Editor, 'Millennium Andhra 2000' Andhra University, (Youth Festival Special Bulletin)
- Worked as Reporter/ Sub-Editor at Newstime, Hyderabad 1992
- Worked as Associate Editor, Purasai News, Chennai 1996

### **Achievements/Awards**

- District Level Merit Award for meritorious service as Programme Coordinator, NSS, 2014
- Qualified in UGC-NET (Lectureship) in Journalism and Mass Communication in 1997.
- University Second rank in MJMC. Awarded Rs.5000/- Merit Fellowship by Govt. AP 1994
- University Second rank in BJMC. Awarded Rs.5000/- Merit Fellowship by Govt. AP 1993
- University Tenth rank in MA (Eng). Awarded Rs.5000/- Merit Fellowship by Govt. AP 1991

### **Orientation Programme & Refresher Courses**

- Participated in Summer Special School (Sponsored by UGC) on the theme-“Recent Advances in Social Sciences (Multidisciplinary Subjects), held from 09.05.2013 to 29.05.2013, organized by UGC Academic Staff College, University of Madras, Chennai.
- Participated in 24<sup>th</sup> Orientation Course (Sponsored by UGC) held from 16.11.2011 to 14.12.2011, organized by UGC Academic Staff College, JNTUH, Hyderabad in 2011.
- Participated in Orientation Course (Sponsored by UGC), held from 05.06.2003 to 29.06.2003, organized by UGC Academic Staff College Andhra University, Visakhapatnam.

### **Areas of Specialization/Research Interest**

Media Technologies, ICTs, Women and Media, Communication Technologies, Film studies, Advertising on Social Media, Media and development & New Media.

### **Research Publications**

#### **International Journals**

1. C.M.Vinaya Kumar, Romesh Chaturvedi and Shruti Mehrotra (2014), ‘Art of Theatre on New Media Platform & Audience Viewing Experience’, Global Media International Journal, ISSN 2249 – 5835.
2. C.M.Vinaya Kumar, Romesh Chaturvedi and Shruti Mehrotra (2013), ‘ICT & Social Media-Mapping Framework for Implementation of Human Rights’, Indian Journal of New Dimensions, Vol III, Issue 1, ISSN, 2277-9876.
3. C.M.Vinaya Kumar & G.Sanjeevayya (2013), “Impact of Superstitions on Women in Gender Biased Society”, International Journal of Multidisciplinary Educational Research, (ISSN: 2277 – 7881) Vol.2, Issue 5 (11).
4. C.M.Vinaya Kumar (2013) “Use of Telephone for participation and Empowerment by Rural and Urban Women in India”, International Journal of Innovative Research Practices, (ISSN: 2321 – 2918) Vol.1, pp.37-48.
5. C.M.Vinaya Kumar (2013) “Globalization, Media and Cultural Identity Initiatives in Developing Countries”, International journal of Multidisciplinary Educational Research (Special Issue), (ISSN: 2277 – 7881) Vol.2, Issue 5 (11), pp.55-64.

6. C.M.Vinaya Kumar & G.Sanjeevayya (2009) "Globalization and Use of Mobile Phones by Youth as Emblematic Technology: A Case Study of Andhra University", *Indian Journal of Social Development*, Vol. 09, No. 02, (ISSN: 0972-3692), pp.257-263,
7. C.M.Vinaya Kumar & G.Sanjeevayya (2008) "Adoption of Information and Communication Technologies (Internet): A Development Strategy by Youth", *International Journal of Research in Social Sciences*, Vol. 1, No: 1(ISSN: 0974-1674), pp.145-155.
8. C.M.Vinaya Kumar (2008) "Knowledge on Human Rights among Minority Women: A Study on Muslim Women in Andhra University, Visakhapatnam", *South Asian Journal of Human Rights (Special Issue on Minority Human Rights-2008)*, Serial Publications, New Delhi, (ISSN: 0973-2489), pp.185-192.

#### **Articles in Edited books**

1. C.M.Vinaya Kumar (2015) "Gandhi's Sathaygraha – A Panacea to Universal Conflict" (Accepted for publication)
2. C.M.Vinaya Kumar, Romesh Chaturvedi and Shruti Mehrotra (2014) 'Integration Technology & Translation for Measuring Meaning Interpretation', *Translation Today*, National Translation Mission, Volume8, Number2, pp147-161.
3. C.M.Vinaya Kumar (2013) "Social Implications of Media Technologies: An Indian Perspective", *New Media Technology & Society* edited by T.Shyam Swaroop, Paramount Publishing House, New Delhi, (ISBN: 978-93-82163-64-0), pp.75-83.
4. C.M.Vinaya Kumar (2011) "Gender Depiction in Indian Media: Challenges and Initiatives", *Media Trends and Ethics*, Krishna University, pp.168-174.

#### **International Conferences/Seminars**

1. Presented paper titled "Sexual Harassment at Work Place: A Study" accepted for presentation at International Conference on Gender Mainstreaming: Issues and Strategies for Empowerment, held on March 5- 6 2014 at Dugabhai Deshmukh Centre for Women's Studies, Andhra University, Visakhapatnam.
2. Presented paper titled "Gaps in Health Communication Strategy and Impact on Public Perception: Case Study on Japanese Encephalitis in Uttar Pradesh" held from 11- 14, February 2014 at International Communications Management Conference (ICMC), Mudra Institute of Communications, Ahmedabad (MICA).
3. Presented paper titled "Use of Mobile Phones in News Reporting: A study on the Journalists Working in Telugu News Channels" at International Conference on Changing Landscape in Communication with New Media Technologies: Issues and Challenges held on 20-22 Nov 2013 at Department of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam Tirupati.
4. Presented paper titled 'Media Framing of Global Awareness on Transnational Environmental Problems' at International Seminar on Policies, Institutions, Governance and Contemporary Disarray, held from 27-30 July 2013 at Andhra University, Visakhapatnam, 2013.

### **National Conferences/ Seminars**

1. Presented paper titled “FDIs in Indian Media and Entertainment Industry: A Tryst with Innovation or Investment?” in National Seminar on Foreign Direct Investment in Services Sector in Emerging Economy: Opportunities and Challenges, held on 24-25 April 2014 at Department of Business Management, Krishna University, Machilipatnam.
2. Presented paper titled “Right to education: Communication strategy to enhance stakeholder participation for Awareness building” in National Seminar on Role of Media in Promoting Right to Education, held on 12<sup>th</sup> March 2014 at Khwaja Moinuddin Chisti Urdu, Arbi-Farsi University, Lucknow.
3. Presented paper titled “Right of Information Act: A Panacea or a Pain Relief” in National Seminar on Right to Information Act-Issues, Impact & Implementation, held on 11<sup>th</sup> March 2014, Department of Communication and Journalism, Yogi Vemana University, Kadapa.
4. Presented paper titled “Film Distribution & PR: Trends in Telugu Cinema Promotion”, in National Seminar on the Changing Dimensions of Public Relations, held on 3-4 March 2014 at Department of Journalism and Mass Communication Acharya Nagarjuna University, Guntur.
5. Presented paper titled “Communication Practicum: A Need for Graduates from Rural Milieu for Acquisition of Oral Communication Skills and Language Ability” in National Seminar on Trends in English Language & Literature in the 21<sup>st</sup> Century, held on 29-30 November 2013, at Department of English, DAR College, Nuzvid.
6. Presented paper titled “Inclusive Initiatives of Women Empowerment with Mobile Application as Intermediary Technology” at National Seminar on Status of Women in India during 20<sup>th</sup> Century- A Historical Perspective, held on 6-7 September 2013 at Department of History, DAR College, Nuzvid.
7. Presented paper titled “Globalization and Glocalizing the Indian Cultural Heritage: Use of English as Vehicular Language” in National Seminar on Globalization in English Studies, held on 6-7 February 2013 at Department of English, Krishna University, Machilipatnam.
8. Presented paper titled “Connective Role of Mass Media Between Research Institutes and Farmers in Adaptation of agricultural Innovations” in National Seminar on Agricultural Innovations and Mass Media Approaches, held on 29-30 November 2012 at Department of Journalism and Mass Communication, Acharya Nagarjuna University, Guntur.
9. Presented paper titled “Connective Role of Mass Media between Research Institutes and Farmers in Adaptation of Agricultural Innovations” in National Seminar on Media, Technology and Society- Interface & Implications, “Social Implications of Media Technologies- An Indian Perspective”, held on 26<sup>th</sup> March 2012 at Department of Communication and Journalism, Yogi Vemana University, Kadapa.

10. Presented paper titled , “Microfinance, Communication and Empowerment: Linking the Triad to Subsist” in National Seminar on Microfinance-Issues, Challenges and Policy Options in Emerging Economies, held on 17-18 February 2012 at Department of Business Management, Krishna University, Machilipatnam.
11. Presented paper titled “Stress among Indian Students in State Universities: Possibilities of Prevention”, in National Seminar on Issues and Implications of academic Stress on Students, held on 16-17 March 2012 at Department of Education, Dr.B.R.Ambedkar University-Srikakulam.
12. Presented paper titled ‘Safeguarding Democracy: Media Initiatives’ in 24<sup>th</sup> UGC Orientation Course (Sponsored by UGC) held from 16.11.2011 to 14.12.2011, at Academic Staff College, JNTU, Hyderabad.
13. A presentation entitled ‘Media and Society’ was given in 24<sup>th</sup> UGC Orientation Course (Sponsored by UGC) held from 16.11.2011 to 14.12.2011, at Academic Staff College, JNTU, Hyderabad.
14. Presented paper titled “Gender Depiction in Indian Media: Challenges and Initiatives” in National Seminar on Media Trends and Ethics, held on 20-21 March 2011 at Department of Journalism and Mass Communication, Krishna University, Machilipatnam.
15. Presented paper titled ‘Gender Depiction in Media: Challenges and Initiatives’, in National Seminar on ‘Gender and Development held on 10 & 11 August 2009, jointly organized by Rajiv Gandhi Institute for Youth Development (RGYNID), Sriperambadur, Tamil Nadu and Dr. B.R. Ambedkar University , Srikakulam, Etcherla.
16. Presented paper titled ‘Rural Youth Empowerment: Initiatives for Self-sufficiency’, presented in National Seminar on ‘Empowerment of Weaker Sections: Future Planning and Strategies for Rural Development in Andhra Pradesh’ held on 28-29 Mar 2008, at Department of Sociology, Andhra University, Visakhapatnam.
17. Presented paper titled ‘Impact of Globalization and Use of Mobile Phones as Emblematic Technology by Youth of Andhra University, in National Seminar on ‘Youth and Globalization: Issues and Challenges’ held on 23-24 Mar 2008, jointly organized by Rajiv Gandhi Institute for Youth Development, Sriperambadur, Tamil Nadu and Department of Social Work, Andhra University, Visakhapatnam
18. Presented paper titled ‘News Coverage of Science and Technology in Indian Press: A Content Analysis of Select Dailies’ in the 95th Indian Science Congress, held from 3-7 Jan 2008, organized by Andhra University, Visakhapatnam.
19. Presented paper titled ‘Challenges of the Ageing: Media Initiatives’, in National Seminar on ‘Ageing in India: Issues and Challenges’ held on 23-24 Mar 2007, at Department of Social Work, Andhra University, Visakhapatnam.
20. Presented paper titled ‘English as Link Language for Global Communication Needs’ in UGC Orientation Course (Sponsored by UGC), held from 05.06.2003 to 29.06.2003,at Academic Staff College Andhra University, Visakhapatnam.

**Resource Person**

1. Resource person in the Vidhusha- National Level Management held from 16<sup>th</sup> -17<sup>th</sup> Mar 2015, organized by the Department of Business Management, Krishna University, Machilipatnam.
2. Resource person in the National Seminar on 'Youth and Globalization: Issues and Challenges' held from 23-24 Mar 2008, organized by the Department of Social Work, Andhra University, Visakhapatnam.
3. Resource person for 'Communication Skills' in 'Theatre Workshop for Children of NTPC-Simhadri', held from 02-17 June 2007, organized by National Thermal Power Corporation, Visakhapatnam and Dept. of Theatre Arts, Andhra University, Visakhapatnam.
4. Resource person in the National Workshop on 'Science Journalism/ Writing for Telugu Media', held from 23-26 Sept 2006, organized by the National Council for Science, Technology and Communications (NCSTC), DST, New Delhi, Andhra Pradesh State Council of Science and Technology (APCOST), Hyderabad and Department of Journalism and Mass Communication, Andhra University, Visakhapatnam.

**Participated Seminars/Conferences/Workshops/ Talks**

1. Participated in Workshop on 'University- Industry Interface' co-sponsored by Andhra Pradesh State Council of Higher Education, Hyderabad, held on 5<sup>th</sup> June 2015, organized by Andhra University, Visakhapatnam.
2. Participated in four-day Workshop on 'Open Educational Resources for Development' (OER) held from 2<sup>nd</sup> to 5<sup>th</sup> March 2015, organized by Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi, in collaboration with Krishna University, Machilipatnam.
3. Participated in Workshop on 'Role of Assessment and Accreditation in Enhancing Quality of Higher Education' Co-Sponsored by National Assessment and Accreditation Council, Bangalore, held on 5<sup>th</sup> & 6<sup>th</sup> February 2015, jointly organized by College Development Council and Internal Quality Assurance Cell, Krishna University, Machilipatnam.
4. Participated in Workshop on 'Assessment and Accreditation: A Tool to Enhance Quality and Excellence in Higher Education' Co-Sponsored by Andhra Pradesh State Council of Higher Education, Hyderabad, held from 23-24 Jan 2014, organized by College Development Council, Krishna University, Machilipatnam.
5. A radio-talk on "The Plague of Paid News- A critical Threat to the Fourth Estate' in All India Radio, Vijayawada on 19<sup>th</sup> July 2010.
6. Participated in National Seminar on 'Environmental Protection and Climate Security (Low Carbon Futures)' held from 25-26 Mar 2008, organized by the Association of British Scholars, Visakhapatnam Chapter.
7. Participated in the Workshop on 'Effective Measures to Fight Against HIV/AIDS and Social Work Intervention and Strategies, held on 12 Mar 2008, organized by the Department of Social Work, Andhra University, Visakhapatnam under UGC Programme.



8. Participated in National Seminar on 'Bio-Cultural perspectives on Utilization of Resources in Tribal Areas', held from 1-2 Mar 2008, organized by the Department of Anthropology, Andhra University, Visakhapatnam under UGC, SAP& DRS-I.
9. Participated in National Conference on 'Housing Finance: Opportunities, Challenges & Strategies, held on 21st Sept 2007, organized by Indian Banks' Association (IBA), Centre for Banking Studies and Research (CBSR) & Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
10. Participated in National Seminar on 'R.K. Narayan (1906-2006)' held from 28-29 Mar 2007, organized by the Department of English, Andhra University, Visakhapatnam.
11. Participated in National Conference on 'Management of Financial Intermediaries & Services', held from 10-12 March 2007, organized jointly by the Centre for Banking Studies and Research (CBSR) & Department of Commerce and Management Studies, Andhra University, Visakhapatnam.
12. Participated in National Seminar on 'Consumer Protection in the New Millennium: Law and Policy', held from 19-20 Feb 2007, organized by Dr .B .R. Ambedkar College of Law, Andhra University, Visakhapatnam & Indian Institute of Public Administration (IIPA), New Delhi.
13. Participated in UGC-DRS Programme Phase III- ORIENTATION COURSE on 'Statistical Package for Social Sciences (SPSS)' held from 15-17 Mar 2009, organized by Andhra University, Visakhapatnam.

---

***Personal Details***

<b>Father's Name</b>	:	<b>C.Pushpa Raj</b>
<b>Date of Birth</b>	:	19 <sup>th</sup> May 1967
<b>Marital Status</b>	:	Married
<b>Nationality</b>	:	Indian
<b>Languages Known</b>	:	English, Telugu & Tamil (Functional)
<b>Nationality</b>	:	Indian

**Dr.C.M.Vinaya Kumar**