



**Dr. K.Jyothirmayee**  
**Assistant Professor**  
**Dept. of Journalism & Mass Communication**  
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\*One year of Post Doctoral Experience

\*\* 3Years of Teaching Experience

### **Educational Qualifications**

- Ph.D. (2008) from Department of Mass Communication and Journalism, Sri Padmavati Women's University, Tirupati.
- PG-MCJ (2002) from Department of Communication and Journalism, Sri Padmavati Women's University, Tirupati.
- UG.-B.Sc. CBM(Chemistry, Botany & Microbiology) (2000) from Sri Venkateswara University, Tirupati.

**Technical Qualification:** PGDCA with A grade

### **Present Position**

Working as Assistant Professor in Department of Journalism and Mass Communication, Krishna University since 28<sup>th</sup> Feb 2013 to till date.

### **Research Experience**

Ph.D – (2005-2008) on 'Pilgrimage Tourism: A study of Media Use And Travel Behaviour of Tourists Visiting Tirumala, Department of Communication and Journalism, Sri Padmavati Women's University, Tirupati.

### **Research Award**

PDF (Post Doctoral Fellowship) - (20012-13) awarded by UGC from the Department of Communication and Journalism, Sri Padmavati Women's University, Tirupati.

### **Research Guidance**

Currently guiding for 2 Ph.D Scholars  
Guided for more than 20 dissertations for PG students

### **Subjects taught**

History of Mass Media, Reporting and Editing, Radio & TV Journalism, Radio & TV Production, Public Relations, Advertising and Market Research, Media and Current Affairs

### **Areas of Interest**

- Travel and Tourism communication
- Advertising and Market Research
- Public Relations

### **Professional Experience**

Member, Departmental Research Committee, Dept. of Journalism and Mass Communication, Krishna University.

### **Orientation Programme**

Participated in 75<sup>th</sup> Orientation Programme (Sponsored by UGC) held from 25.01.2016 to 20.02.2016, organized by UGC Academic Staff College (HRDC), S.V.University, Tirupati.

### **Research Publications**

1. Social Media : An Effective Medium of Participatory Communication , Indian Journal of Media Studies, Vol.VI, No.1&2, 2012, Pp. 125-136.
2. Role of Mass Media in Creating Awareness of Ageing, , Indian Journal of Media Studies, Vol. IV, No.1&2, 2010, Pp. 94-100.
3. Impact of Tourism: An Analytical Study on Tourists Destinations of Andhra Pradesh, , Indian Journal of Media Studies, Vol.III, No.1&2, 2009, Pp. 108-114.
4. Media Coverage of Legislative Proceedings: An Appraisal, Journal of Academy of Juridical Studies, Vol.4. No.1, February 2009, Pp.109-126.
5. Tourism: A boon for Rural Development, Indian Journal of Media Studies, Vol. ii, No.1&2, 2008, Pp 45-49.

### **Conferences/seminars/workshops**

#### **a. Presented Papers:**

#### **International Conferences:**

6. "Role of ICT In Rural Women Empowerment: A Case of Chiluvuru" at International Conference on Gender and ICT: Opportunities and Challenges" February 24<sup>th</sup> – 25<sup>th</sup> , 2016 organised by Dept. Of Mass Communication and Journalism, Sri Padmavati Women's University, Tirupati.
7. "Poverty Eradication with Public Participation: Media Initiatives" at '6<sup>th</sup> International Seminar on Regional Network and Poverty Eradication', November 13-15, 2015 organised by Dept. of Economics, S.V.University in collaboration with RENPER & University Malaysia KELANTAN, Tirupati.
8. "Social Media Influence on Tourists' Decision Process and Implications for Tourism Marketers" at International Conference on 'Mass Mediated Culture and Trends Today: Challenges and Opportunities', November 7, 2015 organised by Xavier School of Communications, Xavier University, Bhubaneswar, Odisha.
9. "Media Initiatives in Policy Making for Augmenting Regional Tourism in Andhra Pradesh" at 'All India Media Educators Conference on 'Role of Media in Positive

Transformation of Society: Challenges and Opportunities', April 2-4, 2015 organised by Centre for Mass Communication, Manipal University, Jaipur.

10. 'Use of Social Media among Youth: An Exploratory Study' at the International Conference on 'Changing Landscape in Communication with New Media Technologies: Issues and Challenges', November 20-22, 2013 organised by the Department of Communication and Journalism, Sri Padmavati Women's University, Tirupati and E.W.Scripps School of Journalism, Ohio University, U.S.A.
11. 'Corporate Communication and Public Relations' at International Conference on Corporate Governance: Emerging Issues and Challenges, January 30-31, 2013 organised by the Department of Commerce, Sri Venkateswara University, Tirupati and ESSEX Business School, University of ESSEX.

### **National Seminars:**

12. 'Pictures: An Effective approach of Health Communication' at national Seminar on "Health Communication in India: Issues and Challenges", March 21<sup>st</sup> & 22<sup>nd</sup>, 2014 organised by Dept. of Communication and Journalism, Sri Padmavati Women's University, Tirupati.
13. 'Combating Gender Based Violence Against Women in Emergencies: Role of Media' at National Seminar on Gender Based Violence against women : Challenges and Strategies, March 25-26, 2013 organised by the Department of Women's Studies, Sri Padmavati Women's University, Tirupati.
14. 'Telugu Patrikala Visvasaniyata, Vardhamana Pokadalu' at National Seminar on Telugu Journalism, October 5-7, 2012 organised by Department of Telugu, S.V.University, Tirupati and Central Institute of Indian Languages, Mysore.
15. 'Impact of Globalisation on Tourism' at National Seminar on Impact of Globalisation on Indian Culture, December 5-6, 2012 organised by the Department of History, NTR Government Degree College, Valmikipuram, Chittoor.
16. The Role of Mass Media in Creating Awareness regarding Women's Rights at National Seminar on Women's Rights in India, February 23-24, 2012 organised by the Department of Law, Sri Padmavati Women's University, Tirupati.
17. 'Social Media Habits and the Four S's' at National Seminar on Social Networking Media – Current Trends and Research Challenges, February 9-10, 2012 organised by the Department of Communication and Journalism, Sri Padmavati Women's University, Tirupati.
18. 'Social Media: An Effective Medium of Participatory Communication', National Seminar on Emerging Trends in Media: The rise of Digital Culture & its Impact on Information Society, January 21-22, 2010 organised by Centre for Electronic Media and Mass Communication, Pondicherry University, Pondicherry.
19. 'Impact of Tourism :An Analytical Study on Tourist Destinations of Andhra Pradesh' at 45<sup>th</sup> Annual Conference, March 6-8, 2009 organised by Institute of Historical Studies, Kolkata and Department of History, S.V .University, Tirupati.

20. 'Tourism: A boon for Rural Development', at National Seminar on Rural Development: Changing Paradigms, February 2-3, 2009, organised by Department of Applied Economics, Sri Padmavati Women's University, Tirupati.

**Participated workshops:**

21. Workshop on Open Educational Resources for Development, March 2-5, 2015 organised by Commonwealth Educational Media Centre for Asia, New Delhi in collaboration with Krishna University at Krishna University, Machilipatnam.
22. International symposium on 'Multimedia Technologies', March 13<sup>th</sup>, 2012 organised by Department of Communication and Journalism, Sri Padmavati Women's University, Tirupati and E.W.Scripps School of Journalism, Ohio University, USA at Tirupati.
23. Workshop on 'Towards Competency in Social Science Research Methodology', July 23-25, 2009 by Department of Social Work, Sri Padamvati Women's University, Tirupati.
24. Workshop on 'Video Production & Editing', March 17-21, 2009 by Department of Communication and Journalism, Sri Padamvati Women's University, Tirupati.
25. Workshop on 'Networking of Women Journalists', March 29-30, 2007 by Department of Communication and Journalism, Sri Padamvati Women's University, Tirupati.
26. Workshop on 'Writing Popular Science Articles for Telugu Media', November 4-7, 2004 by Department of Communication and Journalism, Sri Padamvati Women's University, Tirupati.
27. Training Programme for Telugu Journalists of Chennai, July 24-25, 2004 by Press Academy of Andhra Pradesh and Union of Working Journalists, Chennai.
28. Workshop on 'Writing for Media', March 23-25, 2004 by Department of Communication and Journalism, Sri Padamvati Women's University, Tirupati.