

## Profile

Name : **T . VIJAYALAKSHMI**  
 Present Designation : **Assistant Professor**  
 Date of Birth : **27<sup>th</sup> January 1965**

### **EDUCATIONAL QUALIFICATIONS**

*Doctor of Philosophy (Ph.D.), Topic: Trends In Telugu Newspapers–A Study, Sri Padmavati Mahila Visvavidyalayam, Tirupati,*

*Master of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati,*

*Bachelor of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati,*

*Bachelor of Arts, Sri Venkateswara University, Tirupati,*

### **PROFESSIONAL EXPERIENCE**

*Total 9 years 1989 to 1998*

*Sub-editor, Andhra Pratrika, Telugu daily, Hyderabad 1989-1990.*

*Sub-editor, Udayam, Telugu daily, Tirupati 1990-1995*

*Senior Sub-editor, Vaartha,. Telugu daily, Tirupati 1996-1998*

*Associate Editor, Krishna Tarangalu(University Newsletter)*

### **TEACHING EXPERIENCE**

*Permanent faculty= 7 years, Temporary guest faculty = 7 years Total = 14 years*

*Assistant Professor, Krishna University, Machilipatnam 23-10-2009 to till date*

*Academic Consultant, Krishna University, Machilipatnam-3<sup>rd</sup> July 2009 to 22<sup>nd</sup> September 2009*

*Academic counsellor, Dr. B.R. Ambedkar Open University Study centre, Tirupati, 1996 to 1998*

*Guest Faculty, Sri Padmavati Mahila Visvavidyalayam, Tirupati, 1996 to 1999*

*Guest Faculty, Sri Venkateswara University, Tirupati, 2001 to 2003*

## **RESEARCH EXPERIENCE**

*Project Fellow, Women and Media, UGC-SAP, Department of Communication & Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati 2002-2009*

## **ADMINISTRATIVE EXPERIENCE**

*Co-ordinator, Women Empowerment Cell, Krishna University*

*Programme Officer, University Campus Unit I, National Social Service (NSS)*

*University Ombudsman, Raging Grievances, The Hindu College, Machilipatnam,*

*Member, University Inspection Committee For New Courses, Sections And Withdrawals Of Courses In Affiliated Colleges*

## **RESEARCH PROJECTS**

*A Minor Research Project titled -Dalithulapai daadulu – Dinapatrikala vaarthalu Oka pariseelana(Attacks on dalits- Newspaper coverage A study), funded by the Centre for Ambedkar Studies, Sri Padmavati Mahila Visvavidyalayam, Tirupati, August 2006 to September 2007*

*A Minor Research Project titled-Indira Gandhi Vyakthithvampai senior paatrikeyula abhipraayaalu – oka adhyayanam(Opinions of Senior Editors on the personality of Indira Gandhi – A study, funded by the Centre for Indira Gandhi Studies Sri Padmavati Mahila Visvavidyalayam, Tirupati, August 2008 to September 2009*

## **PUBLICATIONS**

Assistant Editor for the book titled- Media Trends and Ethics, Krishna University, 2011

Book chapter in Universities for Women- Challenges and Perspectives, The Women Press ISBN 10: 8189110160 ISSN Number 13: 9788189110161, 2011

A Monograph titled-Status of Women Journalists in Electronic Media : A Study in Andhra Pradesh, by UGC-SAP, Department of Communication & Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati, 2007

A Monograph titled-Media Habits of Rural Women: A Study in Andhra Pradesh, by UGC-SAP, Department of Communication & Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupati, 2007

Impact of Editor's Role Conceptions on editorials(p 81-88), Indian Journal of Media Studies/ ISSN No: 2229 – 7235, 2012, Vol. Vi, No. 1&2

Internet Marketing and Young Consumers: A Growing problem, Need for tougher regulative Mechanism, Journal of Academy of Juridical Studies, 2009, Vol.4, No.1

**SEMINAR/CONFERENCE RECENT PAPERS**

*Role Of Media In RTI Promotion, A Study Of 'Mundadugu' National Seminar, Department Of Journalism And Communication, Yogi Vemana University, Kadapa, 2014*

Online Newspapers in Telugu: Content Practices and Readership, International Conference, Department of Communication & Journalism, Sri Padmavati Mahila Visvavidyalayam 2013  
Agricultural Innovations and Mass Media Approaches, National Seminar, Department of Journalism and Mass Communication, Nagarjuna University 2012

Taking stock of Media and Communication studies: The Challenges and Opportunities of Globalisation, New Media and the Rise of Asia, International Conference, *The Asian Media Information and Communication Centre (AMIC), 2011*

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