

Curriculum Vitae

Dr C. M. Vinaya Kumar

Head (i/c)

Department of Journalism & Mass Communication

Krishna University, Machilipatnam – 521 001

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❖ ***Date of Birth: May 19th 1967***

❖ ***Present position***

- **Public Relations Officer**, Krishna University, Machilipatnam
- **Head i/c**, Department of Journalism and Mass Communication, Krishna University,
- **Member, Board of Studies**, Department of Journalism and Mass Communication, KU
- **Member**, Central Purchase Committee, Krishna University, Machilipatnam
- **Member**, Governing Body, Dharma Apparao College, Nuzvid.
- **Member**, Inspection Committee, Satavahana College, Vijayawada

❖ ***Academic Qualifications***

- **Ph.D.** in Journalism and Mass Communication, Andhra University-2007
- **UGC-NET-'99**
- Master of Journalism and Mass Communication (**MJMC**) Andhra University-1st Class-1993
- Bachelor of Journalism and Mass Communication (**BJMC**) Andhra University-1st Class-1991
- Master of Arts in English Literature, (**M.A., Eng.Litt**) Andhra University- 2nd Class-1990
- Bachelor of Arts (**B.A.**), Nagarjuna University-2nd Class-1987

❖ ***Ph. D Thesis***

*'A Factor Analytic Study of Adoption of Telephone by Urban and Rural Women in India:
A Case Study of Visakhapatnam District'*

❖ ***Specialization***

- Advertising & Public Relations
- Development Communication
- International Communication
- Cultural Communication

❖ **Professional Experience**

- Worked as a Journalist in, *News Time, Hyderabad* (1992-1993)
- Worked as a Journalist in, **Purasai News**, Chennai (1996-1998)

❖ **Editorial Responsibilities**

- Associate Editor, Krishna Tarangalu, Newsletter, Krishna University, Machilipatnam
- Asst. Editor, '95th Indian Science Congress News Bulletin 2008' Andhra University
- Editor, 'Millennium Andhra 2000' Andhra University, (Youth Festival Special Bulletin)

❖ **Teaching Experience**

<i>Sr.No</i>	<i>Designation</i>	<i>Degree</i>	<i>Institution</i>	<i>Years</i>
1.	Assistant Professor	MJMC	Krishna University	since Sept 2009
2.	Teaching Associate	MJMC	Andhra University	since Oct., 2005
3.	Lecturer (On-contract-basis)	MJMC	Andhra University	2000 to 2001
4.	Faculty Member (P.T)	MJMC	Andhra University	1998 to 2000
5.	Lecturer (P.T)	UG	S K M L Degree College	2001 to 2003
6.	Lecturer (P.T)	UG	V M C Mahila Degree College	2000 to 2002
7.	Lecturer (P.T)	UG	SBVP Degree College	1991 to 1992

❖ **Research Guide: Supervising Mr.J.Janardhan's Ph.D thesis work entitled 'Impact of Globalization on Indian Cinema: A Study with Special Reference to Telugu Cinema'**

❖ **Research Director** of 30 Master's dissertations

❖ **Memberships**

- Member, **Public Relations Society of India**, Vizag Chapter.
- Member, **The Indian Science Congress Association**, Kolkata
- Member, **Visakha Film Society**, Visakhapatnam
- Secretary, **Journalism and Mass Communication Alumni Association-2006**, A U, Vizag
- Member, **Publicity and Printing Newsletter Committee, 95th Indian Science Congress-2008**, Andhra University, Visakhapatnam

❖ **Publications**

'Adoption of Information and Communication Technologies (Internet): A Development Strategy by Youth' International Journal of Research in Social Sciences, Jan '08, Vol. 1, No: 1

'Knowledge on Human Rights among Minority Women: A Study on Muslim Women in Andhra University, Visakhapatnam' was published in the **South Asian Journal of Human Rights** (Special Issue on Minority Human Rights-2008), Serial Publications, New Delhi

A Research paper entitled, **'Globalization and use of mobile phones by youth as Emblematic Technology: A Case Study of Andhra University, India'** is accepted for publication in the **Indian Journal of Social Development**, in June 2009 issue; Serial Publications, New Delhi

Paper entitled **'Challenges of the Ageing: Media Initiatives'**, is accepted for publication in an edited book on **'Ageing in India: Issues and Challenges'**. (in the process of printing)

'Usage of Telephone among Rural and Urban Women in India: A Case Study' was published in **Ringside View** (The National Development Reporter) Vol. 6, Issue: 12

'Gender Depiction in Indian Media: Challenges and Initiatives' was published in **Media Trends and Ethics**, Krishna University publication.

A paper entitled **Gandhi's Sathaygraha – A Panacea to Universal Conflict** (has been accepted for publication)

❖ **Seminars/Conferences/Workshops**

Papers Presented

Paper entitled **'English as Link Language for Global Communication Needs'** presented in **UGC Orientation Course-2003**, Academic Staff College Andhra University, Visakhapatnam.

Paper entitled **'Challenges of the Ageing: Media Initiatives'**, presented in National Seminar on **'Ageing in India: Issues and Challenges'** held from 23-24 Mar 2007, organized by the Department of Social Work, Andhra University, Visakhapatnam.

Paper entitled **'News Coverage of Science and Technology in Indian Press: A Content Analysis of Select Dailies'** presented in the **95th Indian Science Congress**, held from 3-7 Jan 2008, organized by Andhra University, Viskhapatnam.

Paper entitled **'Impact of Globalization and Use of Mobile Phones as Emblematic Technology by Youth of Andhra University'**, presented in National Seminar on **'Youth and Globalization: Issues and Challenges'** held from 23-24 Mar 2008, jointly organized by Rajiv Gandhi Institute for Youth Development, Sriperambadur, Tamilnadu and Department of Social Work, Andhra University, Visakhapatnam.

Paper entitled **'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 from 28-29 Mar 2008,

Paper entitled '*Gender Depiction in Media: Challenges and Initiatives*', presented in National Seminar on '**Gender and Development**' held on 10 & 11 August 2009, jointly organized by Rajiv Gandhi Institute for Youth Development (RGYNID), Sriperambadur, Tamilnadu and Dr. B.R. Ambedkar University, Srikakulam, Etcherla.

Paper entitled '**Safeguarding Democracy: Media Initiatives**' was presented in **25th UGC Orientation Course-2011, ASC, JNTU, Hyderabad.**

A presentation entitled '**Media and Society**' was given in **25th UGC Orientation Course-2011, ASC, JNTU, Hyderabad.**

Resource Person

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.

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, Vsakhapatnam and Dept.of Theatre Arts, Andhra University, Visakhapatnam.

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.

Participated

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.

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.**

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.**

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.

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.

Participated in **National Conference on 'Management of Financial Intermediaries & Services'**, held from 10-12 Mar 2007, organized jointly by the Centre for Banking Studies

and Research (CBSR) & Department of Commerce and Management Studies, Andhra University, Visakhapatnam.

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.

- ❖ 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.
- ❖ Participated in **Orientation Course** organized by the **UGC Academic Staff College**, Andhra University, Visakhapatnam- 2003.
- ❖ Participated in **Orientation Course** organized by the **UGC Academic Staff College**, JNTUH, Hyderabad in 2011.