

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: Mr. Sandeep N.

Date of Birth: 12-05-1985

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Gender: Female

Marital status: Married

Nationality: Indian

Category: III A

Educational qualifications

- 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 Experience- 07 years

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. From June 5, 2008 to (as part of curriculum). (2008)
4. Worked as freelance technical writer for **top-callingcards.com (2008)**

Abstract of Academic Performance

Published Research Papers	Presented Papers	Training Programs attended	Workshops attended
ISSN-03	International-11	02	01
ISBN-07	National- 03		

	State level-01		
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Research Papers published (since December 2012)

1. Research Papers in Peer-reviewed or 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	'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
2	48312	A Survey on Children's Apprehension of Adult Content in Cartoon Series	IRJMSH	Vol. 08 Issue 12 pp. 50-63	2017	6.2311
3	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	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</i> , Vol. 3, Prof. Meena Rajiv Chandawarkar, Dr. N.L. Mallikarjuna & C.M. Mathapati, Thematic Publications Pvt. Ltd. Pp. 575-578.	2014	978-93-83192-49-6	02
2	Communication and Human Development: Education and Health Perspective.	<i>Indian Economy-Development Prospects and Perspectives</i> , Dr. N. Hema Lata, Dr. Shyam Lata Juyal. Dr. Kavita Singh, Bharathi Publications. Pp. 490-	2014	978-93-81212-77-6	03

		494.			
3	Human Development Efforts as Part of Corporate Social Responsibility: A Case Study of JK Tyres India.	<i>Innovative Ideas in Business Management</i> , Dr. V.S.Adigal, Dr. Rita Kant, M. Madhavi, Bharathi Publications. Pp. 202-208.	2015	978-93-81212-91-2	02
4	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
5	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
6	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
7	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

Invited lectures / Resource Person / 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	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
2	Chaired a Session in Seminar	Role of Panchyatiraj Institutions in Rural Development	17 th and 18 th November 2017	University of Mysore	National
3	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
4	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
5	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
6	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
7	Invited Lecture on Communication	UGC-NET exam coaching program	23/11/ 2015	Govt. College for Women, Mandya.	State
8	Invited Lecture on	UGC-NET exam	24/11/ 2015	Govt. College for Women,	State

	Communication Skills	coaching program		Mandya.	
9	Invited Lecture on Current Affairs	UGC-NET exam coaching program	25/11/2015	Govt. College for Women, Mandya.	State
10	Invited Lecture on Non Verbal Communication	UGC-NET exam coaching program	26/11/2015	Govt. College for Women, Mandya.	State
11	Invited Lecture on Need for Communication Research	UGC-NET exam coaching program	27/11/2015	Govt. College for Women, Mandya.	State
12	Invited Lecture on Communication Research Methods	UGC-NET exam coaching program	28/11/2015	Govt. College for Women, Mandya.	State
13	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
14	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
15	Journalism and Human Rights	Human Rights- A Natural and Positive Edict	3 rd Feb 2015	KSOU, Mysore	National

Consultancy provided (Since December 2012)

1. Handled classes in Govt. College for Women, Mandya, for UGC-NET aspirants. (2014)
2. Handled sessions UGC-NET at Centre for Proficiency Development and Placement Services (CPDPS), Manasagangotri, on cracking UGC-NET aspirants. (2011)

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

(Dr. HEMALATHA R.)