

Curriculum Vitae

Dr. Reddy Tirupathi Rao
Assistant Professor (contract)
Dept of Journalism and Mass Communication
Dr.B.R.Ambedkar University, Etcherla
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Date of Birth : 28-05-1966
Marital Status : Married
Nationality : Indian
Reservation category : B.C - D (OBC)

Academic qualifications

1. Ph.D. (Journalism and Mass communication) 2013
2. UGC-NET 2012
3. Master of Journalism and Mass Communication (MJMC) Degree 1994
4. Bachelor of Journalism and Mass Communication (BJMC) Degree 1992
5. Master of Arts (M.A) Degree in History 1999
6. Bachelor of Laws (B.L) Degree 1990

Ph.D. : Ph.D. in Journalism and Mass Communication from Andhra University, Visakhapatnam.

Ph.D. Thesis title: "Cartoons and the Telugu Press: A content Analysis of Select Dailies" (2013)

Teaching experience: 12 years

- Working as Assistant professor (contract) in the Department of Journalism and Mass communication at Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh since July 18, 2016.
- Worked as Guest faculty in the Department of Journalism and Mass communication at Post graduation level for M.S. Communication, for M.J.M.C in the School of Distance Education, Andhra University, Visakhapatnam during 2015 - 2016.
- Worked as Lecturer in the Department of Journalism and Mass communication for two years at Post graduation level in S V V P V M C Degree & P G College, M V P Colony, Visakhapatnam (Affiliated to Andhra University, Visakhapatnam) during 2014 -2016.
- Worked as Lecturer in Journalism for four years at graduate level in M V R Degree & PG College, Gajuwaka, Visakhapatnam. (Affiliated to Andhra University) between 2009 and 2013.

Administrative experience:

- Worked as Course Coordinator, Dept of Journalism and Mass Communication at Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh during the academic years 2016 – 17 and 2018 – 19.
- Serving as member in Board of Studies, Department of Journalism and Mass Communication, Dr B.R. Ambedkar University, Srikakulam since 2017-18 till date.
- Working as a Deputy Warden, University Boys Hostel, Dr B.R.Ambedkar University, Srikakulam from August 2018 – August 2021.
- Head of the department, Journalism and Mass communication, S V V P V M C Degree & P G College, M V P Colony, Visakhapatnam during 2014-16.

Professional experience:

Public relations: More than 7 years

- Worked as senior consultant (public relations) for MSL India, Mumbai (A Multinational Public Relations Company) based at Visakhapatnam. The clients include Gangavaram Port, Brandix apparel city (Srilankan SEZ), Coramandal International (Murugappa Group), Indo American educational institutions.

Media experience: 25 years

1. Served as editorial board member for 'Green Climate' a monthly environmental magazine in regional language Telugu, published from Visakhapatnam from 2000 to 2019.
2. Worked as district correspondent for 'Eee Bhoomi' Telugu news weekly at Visakhapatnam from July 2007 to March 2008.
3. Worked as a Staff Reporter in Andhra Jyothi Daily, Visakhapatnam 2002 to 2006. I have an opportunity to handle the city bureau at that time.
4. Worked as a Staff Reporter in Siti Cable channel, Visakhapatnam from 1998 to 2002.
5. Worked as Sub-Editor / Reporter in Andhra Jyothi Daily, Visakhapatnam from 1992 to 1997.

Other services:

- Served as a member, District Level Media Certification and monitoring committee (MCMC) for Biennial Elections to Andhra Pradesh Legislative Council from Srikakulam, Vizianagaram and Visakhapatnam districts Graduates constituency in the year 2017.
- Served as a member District Level Media certification & monitoring committee (MCMC) for Teacher MLC Elections to the Andhra Pradesh Legislative Council in March 2019 and General Elections 2019 for Andhra Pradesh Assembly and Loksabha in April 2019.

Professional memberships:

- Member, Vizag Journalists Forum (VJF)
- Member, Vizag Film Society (VFS)
- Member, Public Relations Society of India (PRSI), Visakhapatnam Chapter
- Member, Uttarandhra journalists Front (UJF)

Resource Person:

- Andhra Pradesh press Academy
- Andhra Pradesh Mahila Samatha Society, Srikakulam

Books & Publications:

Dr R Tirupathi Rao and Prof D V R Murthy (2014). *Cartoons and newspapers: An Analysis*, Kanishka publishers, New Delhi. (ISBN No: 978 - 81- 8457- 605 - 4).

Articles/book chapters:

1. Prof D V R Murthy, Dr R.Tirupathi Rao - Political cartons and the Telugu Newspapers: An analysis, Andhra University Journal of Humanities and Management, Vol 2, No 1&2, January- December 2014 (ISSN 2321-9386) page 5 – 12.
2. Prof D V R Murthy, Dr Raimole Abraham, Dr R.Tirupathi Rao – Television Channels and News content: Perceptions of journalists in Visakhapatnam, Andhra University Journal of Humanities and Management, Volume 3, No1&2 January- June; July – December, 2015 (ISSN 2321-9386) page 56 – 70.
3. Dr Reddy Tirupathi Rao, Sustainable Development with support of the Mass Media, Gandhian approach to Rural Development & Communication, 2017, Prudhvi Publishers,Visakhapatnam(ISBN No:978-81-934206-7-6),page159 -171.
4. Dr.Reddy Tirupathi Rao, “Eco – Tourism and Environmental Conflicts - Media Role”, Media Scape in 21st Century: Emerging Perspectives, Part -1, 2018, Kanishka Publishers, New Delhi. (ISBN 978-81-934480-4-5), page 240 - 245.
5. Dr Reddy Tirupathi Rao, “*Social Media Privacy is at Risk: A Critical Analysis*”, International Journal of Business, Management & Allied Sciences (IJBMAS), Volume 5, S2:2018 (November Issue) (ISSN: 2349 – 4638) page 241-243.
6. Dr Reddy Tirupathi Rao, “Usage of Social Media for Enhancing English Language and Communication Skills During Pandemic 2019” , Emerging Trends in English Literature and Education,2022, Prudhvi Publishers, Visakhapatnam, (ISBN No: 978-93-92256-14-1) page 199 – 206.

Papers presented in Seminars & workshops:

1. A Paper entitled “*Gandhi and Development journalism*” Presented at a National seminar on “Gandhi, Ethics and Journalism” organized by Gandhian studies center, Andhra University, Visakhapatnam during March 20th and 21st, 2015.

2. A paper entitled "*Sustainable Development with support of the Mass Media*" Presented at a UGC National Symposium on "Gandhian approach to rural development and communication" organized by the Gandhian studies Center in association with Department of Journalism and Mass communication , Andhra University, Visakhapatnam held on 31st July, 2017.
3. A paper entitled "*Media Priorities on Sustainable Development*" presented at a National Conference On Changing Role of Media In India : Perspectives and Challenges, organized by the Department of Communication and Journalism, Sri Padmavati Mahila Visvavidyalayam, Tirupathi, Andhra Pradesh during December 13 -14, 2017.
4. A Paper entitled "*Eco – Tourism and Environmental conflicts – Media Role*" Presented at a National Conference on " Mediascape in 21st Century : Emerging Perspectives, with special emphasis on Indigenous & Tribal Social Communication, organized by Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (M.P) during 9th & 10th March. 2018.
5. A Paper entitled "*The Role of Mass Media in Rural development - A Special emphasis on Agriculture and allied activities*" Presented at a National Seminar on Rural Development in India: Issues and Challenges with Special Reference to Andhra Pradesh, organized by Department of Rural Development & Economics, Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh on 30th April, 2018.
6. A paper entitled "*Challenges for Legal Education in the 21st Century – Indian Perspective*" Presented at a National Seminar on " Law, Legal Education and Profession" organized by Dr B.R.Ambedkar College of Law, Andhra University, Visakhapatnam, Andhra Pradesh during 1st & 2nd September, 2018.
7. A Paper entitled "*Social Media Privacy is at Risk: A Critical Analysis*" Presented at a two day National Conference on Interdisciplinary Research innovations in Social Sciences Landscape, organized by Department of Social Sciences, ST.Joseph's College for Women (Autonomous) Visakhapatnam, Andhra Pradesh in Collaboration with Andhra Pradesh Economic Association (APEA) on 23rd and 24th November 2018.

8. A paper entitled “ *Mass Media campaign against drug abuse*” Presented at a two day National Seminar on “Drug Abuse Prevention : Role of Youth” organized by Department of Social Work, Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh, in collaboration with National Institute of Social Defense, Ministry of Social Justice & Empowerment , New Delhi, on 19th & 20th December, 2018.
9. A Paper entitled “ *Tribal Issues : A Study on the role of Mainstream media in Andhra Pradesh*” Presented at a International Conference on “ Tribal Communication: Myths, Metaphors and Reality “ organized by Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (M.P) sponsored by Indian Council of Social Science Research(ICSSR) and Central Bank of India, during 5th & 6th April 2019.

Faculty Development Programmes:

1. Participated in UGC sponsored one week National Workshop on “Professional Development Programme for Teachers in Higher Education” organized by Department of Education, Sri Padmavati Mahila Visvavidyalayam (women’s University, Tirupati, Andhra Pradesh from 3rd to 9th January, 2019.
2. Participated in three day International Faculty Development Programme on Public Health Communication (under the Indo – US 21st Century Knowledge Initiatives) held at Jamia Millia Islamia (A central University) New Delhi, association with University of Minnisota, USA and Tamil Nadu Central University, Thiruvavarur, from 14th to 16th January, 2019.
3. Participated in seven day “Faculty Development Programme on Rural Community Engagement “organized by Mahatma Gandhi National Council of Rural Education, Hyderabad, Department of Higher Education, Ministry of Human Resource Development, and Government of India in collaboration with Dr. B.R.Ambedkar University, Srikakulam, Andhra Pradesh from 21st to 27th January, 2019.
4. Participated two week Capacity Building Programme for Faculty in Social Sciences (Faculty Development Programme) sponsored by Indian Council of Social Science Research, New Delhi, organized by Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak, Madhya Pradesh from 30th April to 11th May, 2019.

Participated in Seminars & workshops:

1. Participated in “*Women related issues in Telugu Media*”, a three day workshop organized by the Indian Institute of Mass communication (IIMC), New Delhi and Department of Journalism and Mass communication, Andhra University, Visakhapatnam. During March 28 to March 30, 2002.
2. Participated in three day training programme organized by the Press Academy of Andhra Pradesh and A.P. Union of working journalists, during July 29th to July 31st 2002.
3. Participated in “*Science Journalism – writing for Telugu Media*”, a four day workshop organized by National council for science, Technology and Communication (NCSTC), DST, New Delhi and AP State Council of Science and Technology (APCOST), Hyderabad and Department of Journalism and Mass communication, Andhra University, Visakhapatnam, During 23rd to 26th September, 2006.
4. Participated in one day workshop on “*Cultural Values : Depiction of women in Mass Media*” Organized by Department of Journalism and Mass communication and Dr. Durgabai Dehsmukh Centre for Women’s Studies” Andhra University, Visakhapatnam, on 18th December, 2008.
5. Participated in one day seminar on “*Role and importance of Social Media*” Organized by Social Media Club, Andhra Pradesh and Dr. Durgabai Dehsmukh, Center for Women’s Studies” Andhra University, Visakhapatnam on Jan 9th, 2014.
6. Participated in one day Workshop on “*Environmental Communication*” Organized by Department of Journalism and Mass Communication, Andhra University, Visakhapatnam, on 18th February, 2014.
7. Participated in one day workshop on “Internal Quality Assessment and Enhancement “organized by Internal Quality Assurance Cell (IQAC), Dr.B.R.Ambedkar University, Srikakulam on 2nd December 2016.
8. Organized one day workshop on “For whom the Media Reports? – Media and Social Responsibility “ jointly organized by the Directorate of Field Publicity, Government of India & Department of Journalism and Mass communication , Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh on 10th April 2017.
9. Participated in one day workshop on “water, Air, Sanitation and Hygiene Attitudes and Practices”, organized by Departments of Biotechnology, Organic Chemistry and Social Work, Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh on 27th January, 2018.

10. Participated in one day National workshop on “ Intellectual Property Rights and Patents (IPR&P)” organized by College of Science, Dr B.R.Ambedkar University, Srikakulam, Andhra Pradesh in Collaboration with National Research Development Corporation (NRDC) New Delhi on 28th February 2019.

Chaired / Co – Chaired in Seminars and Conferences:

- Co-Chaired a Session titled “ Mass Communication” at a National Conference on “ Mediascape in 21st Century : Emerging Perspectives, with special emphasis on Indigenous & Tribal Social Communication, organized by Department of Journalism and Mass Communication, Indira Gandhi National Tribal University, Amarkantak (M.P) during 9th & 10th March. 2018.

Radio talks:

- Talk on Newspapers and cartoons broadcast from All India Radio, Visakhapatnam on May 13th, 2015.
- Presented Nadustunna Charitra (current affairs) special magazine programme for Yuvavani (youth programme) from All India Radio, Visakhapatnam.