

CURRICULUM VITAE

Dr. Jyothi C

Assistant Professor

OFFICIAL COMMUNICATION	RESIDENTIAL COMMUNICATION
Sri Siddhartha Centre for Media Studies, SSIT Campus, Maralur, Tumakuru-572105. Karnataka. India. Mobile: 9916181497 E-mail: jyothireddy06gmail.com	#10/43, 2 nd Cross, Kummataih Layout, Banashankari II Stage, Tumkur-572102. Karnataka. India. Mobile: 9916181497 E-mail: jyothireddy06gmail.com

DOB	GENDER	NATIONALITY
July 23, 1984	Female	Indian

ACADEMIC QUALIFICATIONS		
COURSE	YEAR	SUBJECTS
Bachelor of Arts	2005	Journalism, Kannada Literature & Psychology
Master of Arts	2007	Journalism & Mass Communication
K-SET	2014	Qualified in Mass Communication and Journalism on 30 th November,
Doctor of Philosophy	2024	Journalism & Mass Communication

MEDIA EXPERIENCE	
YEAR	WORK
16 th January 2008 to 15 th January, 2010	Worked as Reporter in Times of India Kannada daily
25 th January, 2010 to 10 th October, 2010.	Worked as Reporter in Ee Sanje Kannada daily evening News paper

ACADEMIC & ADMISISTRATIVE EXPERIENCES	
SUBJECTS	Print Media, Reporting And Editing, Media Laws And Ethics, Media Research, International Communication, Media Management, Media And Society, Electronic Media
TEACHING EXPERIENCES	Working as Lecturer in Sri Siddhartha Centre for Media Studies, SSIT Campus, Maralur, Tumakuru-572105.
ADMINISTRATIVE EXPERIENCES	<ol style="list-style-type: none"> 1. BOE Member, Tumkur University, Tumkur. (2Years) (from 2016, 2018) (2022) (2024). 2. BoS Member, Department of Electronic Media, Tumkur University, Tumkur (2021). 3. BoE Member, Department of Journalism and Mass Communication, Gulbarga University (2023). 4. BoS Member, Department of Journalism and Mass Communication, Kannada University, Hampi from (2022) 5. Media Co-ordinator for Sri Siddhartha Institute of Technology and other Departments in the SSIT campus for the year 2013, Tumkur. 6. Nodal Officer for Youth Red Cross Society, SSCMS from 2018 to till date. 7. Question Paper Setter, Practical and Answer script Examiner from 2018 to still date for Department of Communication, Bangalore University, Bangalore. 8. Question Paper setter, Practical and Answer Script Examiner from 2023 to till date for the Department of Journalism and Mass Communication, Gulbarga University. 9. Question Paper Setter, Practical and Answer script Examiner from 2018 to still date for Department of Communication, Bangalore University North, Bangalore.

ACADEMIC CONTRIBUTIONS	
1.	Writing Articles for State Dailies
2.	Guided the students to bring out 60pages magazines individually as a project work from 2010 to till date which received appreciation.
3.	Guided the students for research related dissertation.
4.	Incharge of “Siddhartha Sampada” students practical practice Lab Journal

REFRESHER COURSE	
1.	Participated in UGC-sponsored 2-week online Refresher course in Mass Communication and Media Technology on the theme “ Media Industry, Education and Skills: A new way Forward” organised by University Grants Commission, Human Resource Development centre by Kurukshetra University, Kurukshetra from 5/08/2020 to 20/08/2020 and obtained Grade A

ACADEMIC PARTICIPATIONS	
1.	Participated in the one week Faculty Development program on “Media Literacy and Credibility in the age of Misinformation and AI” organized by Department of Journalism and Mass Communication, ST.Paul’s college, Bangalore from 19 th to 24 th February 2024.
2.	Participated in the two days International seminar on Communication for Social change organized by PG Dept. of studies in Journalism and Mass Communication in association with PG Dept. of studies and Research in Social Work & PG Dept. of Economics held at St. Philomena’s college, Mysore, Karnataka, India on 7 th and 8 th February 2024.
3.	Participated in “Awareness program on “ Innovative schemes for MSMEs and students” organised by Sri Siddhartha Institute of Technology, Indian Institute of Science, MSME centre of Excellence in association with Laghu Udyoga Bharati, Institution’s Innovation Council, SSIT, Tumkur and All India Management Association- Tumkur Management Association held on March 25 th 2023.
4	Participated in 6 days virtual Faculty development Programme (FDP) on Research Methodology organized by IOT Academy, Coimbatore, Tamil Nadu from June 5 th to 11 th 2023.
5	Participated in two days National Workshop on “science Communication and Journalism” organised by Department of Journalism and Mass Communication, Kannada University, Hampi in association with Department of Chemistry, Rammaiah applied science university, Bangalore held on 29 th and 30 th September 2023.

6	Participated in International Web- Symposium on Hundred years of Radio Broadcasting in South Asia- Democratization of Airwaves organised by ARMT Dr Anamika Ray Memorial Trust, Assam held on 29 th December 2023.
7	Participated and had been convenor for 12 days Webinar series on “Covid-19 Trends of Media Technology’ organised by Sri Siddhartha Center for Media studies, Tumkur on June 2 nd to June 13 th , 2021
8	Participated and Completed the Reuters Training Course:Introduction to Digital Journalism organized by Reuters and sponsored by Face book Journalism Project 2020.
9	Participated a two days online on ‘Gender studies’ organised by Journalism and Mass Communication, St.Joseph’s Evening College, Bangalore on 25 th and 26 th July, 2020.
10	Participated in the national level quiz on “Media” organised by Internal Quality Assurance Cell and Department of Journalism, Besant Women’s College, Mangaluru, on 26 th July 2020 and secured 80% of marks.
11	Partiipated in a annual ‘Media Today’ International Live Lecture series organised by Department of Communication, Bangalore University, Bangalore on 13 th and 14 th July, 2020.
12	Participated in one week Pedagogical Training for teachers on Tools for online Teaching Learning and Evaluation organised by School of Mathematical Sciences, Swami Ramanand Teerth Marathwada University, Nanded from 1 st July to 6 th July 2020.
13	Participated in “Media Rhetoric” a four day web Interaction series organised by St. Joseph’s First Grade college, Mysore on 2 nd June to 5 th June 2020.
14	Participated in the National Level Online E-Quiz on Research Methodology organised by Learning Resource Centre of Government arts college, Trichy on June 3 rd 2020.
15	Participated in online “Journalism Awareness Quiz” organised by IQAC and Department of Journalism, Government First Grade College, Davangere on June 8 th 2020.
16	Participated in the webinar entitled “Virtual tools to AID Educators’ organised by the Department of English, AnnaiVeilankanni’s College for women, Chennai on june 3 rd , 2020
17	Participated in a week long National Webinar on “Future of Indian Media Industry” from 22 nd – 27 th June, 2020 organised by the Department of Communication, Bangalore University, Bangalore.
18	Participated in Webinar “Photo Journalism in the time of Pandemic: Ground Experience from Hyderabad” organised by Department of Visual Communication, Avichi College of Arts and Science, Chennai on May 4 th , 2020.
19	Participated in National level webinar titled “ Media’s Responsibility during the pandemic’ organised by Department of Humanities, Surana College, Bengaluru on 6 th May, 2020.

20	Participated in seven days national level online Workshop on “ Dynamics of Research in social sciences” held from May 15 th -21 st May, 2020 organised by Students for Holistic Development of Humanity (SHoDH), Himachal Pradesh.
21	Participated in “IMS Noida Covid-19 Sensitization Quiz” organised by Institute of Management studies, Noida on 24 th May 2020.
22	Participated in online e-quiz in Mass communication and Journalism conducted by Department of Mass Communication and Journalism, and scored 96%. Government first grade college, K.R.Pete on 25 th May 2020.
23	Participated in the Global Online Quiz on General Knowledge and Current Affairs and Scored 100% organised by Learning Resource Centre of Government Arts College, Trichy on May 25 th , 2020.
24	Participated in the three day SPSS Workshop on 8 th November, 2019 to 10 th November, 2019, Organized by Center for proficiency Development and Placement Services (CPDPS), University of Mysore, Mysore.
25	Participated in two days Kannada Sahitya Sammelana, organized by Tumkuru District kannada Sahitya Parishat on 1 st and 2 nd February 2018.
26	Edited some episodes of Radio lessons of Drushti project under UGC-UPE project.
27	Participated in two State Level Workshop organized by Bandaya Sahitya Sangatane-Bangalore on 8 th and 9 th December, 2018.
28	Participated in one day state level Radio workshop organized by Radio Siddhartha 90.8CRS on January 21, 2017.
29	Participated in the three days workshop organized by UGC UPE (University with Potential for Excellence) project on communication theories in Eastern perspective and Research Methodology on 4, 5 and 6 th December 2017.
30	Participated in the two days workshop organized by UGC UPE (University with Potential for Excellence) project on Media Law and Ethics on 26 th and 27 th December 2017.
31	Published an article “ Cycle ” in a monthly Hasiruvasi Magazine on 2017
32	Participated in one day Symposium organized by Tumkur University, Department of Journalism on 15 th February, 2016.
33	Participated in three days film festival organized by Tumkur University, Tumkur on September – 20, 21 st & 22 nd - 2016.
34	Participated in the “Documentary Film Festival and Short film Competition” organized by Christ University, Bangalore on January 30 th & 31 st 2015.

35	Attended a one day State Level Conference on “Empower Youth Empower Nation through Value Initiatives” organized by Maharani Lakshmi Ammanni College for Women Bangalore on February 12 th 2014.
36	Participated in Media Orientation Workshop at SSCMS, Tumkur organized by UNICEF and UGC UPE (University with Potential for Excellence) project, University of Mysore on October 28 th 2014.
37	Actively participated in one day training programme on “How Masters can be the Real Masters?” by Dr. Gururaj Karjagi, Chairman, ACT, Bangalore. Conducted by Tumkur Academy for Creative Learning and Excellence (TACLE) on Nov 8, 2014.
38	Participated in one day “Training for Tumkur Working Journalist” by Karnataka Madhyama Academy in cooperation with Sri Siddhartha Education Society, Tumkur Working Journalist Association, on Dec 27, 2014.
39	Attended a workshop on “Film appreciation” organised by Sri Siddhartha center for media studies in collaboration with Suchitra Film Society Bengaluru on April 18 th , 2012.
40	Participated in one day National conference on “ Media Sphere- 2024: Metamorphosis of the Indian Media Industry”organized by Department of communication, Bangalore University in association with Indian Communication Congress and Karnataka state Journalism and Communication Teachers’s Association (KSJCTA) on July 22 nd , 2024.

Paper Presentations / Conferences

1.	Presented a paper titled “Use of Social media among Post-Graduate Journalism students: A study in Tumkur District- Karnataka in the two day International Conference on Media Metamorphosis 2024: Navigating changing voices, Audience and practices organized by the IQAC and the school of Media and Communication, Shri Shankarlal Sundarbai Shasun Jain college for women, India in collaboration with Bayan college, Oman from 22 nd February 2024 to 23 rd February 2024.
2.	Presented a research paper “A study of Mass Media Literacy among Indian farmers with special reference to Tumkur District” in National conference Media Literacy in the Digital Era organised by Department of Journalism and Mass Communication, Tumkur University held on 21 st July 2023.
3.	Presented a paper Jointly on Portrayal of social issues in P.Sheshadri Movies – An Analysis(In reference to Atithi movie in a National conference Organised by KateelAhokPai Memorial Institute, Shivamoga on 7 th September, 2019.
4.	Presented a Research Paper Jointly on “ Aadunika Jagatinalli marakilisutiruva Janapada Kalegalu: Tumakuru Jileya Karapala Mela” in the National Conference on “Traditional Media and Social Communication” Organised by the Department of Journalism, University college of Arts, Tumkur University on 28 th March, 2018.
5.	Presented a paper on “Re-emerging Folk Media in the Modern World- A Study of two folk arts of Tumkur District” in the National conference organized by Acharya Institute of Graduate Studies, Department of Mass Communication, Bangalore on January 30 th & 31 st 2014.
6.	Presented a paper on “The Role of Documentaries in Development Communication” in the National conference organized by Karnataka University Dharwad Department of Mass communication and Journalism and Karnataka Media Academy Bangalore on January 28 th & 29 th 2013.
7.	Presented a Research Paper on “Use of ICT tools in agriculture: A study in Tumkur District” in the International Conference organized by the Department of Economics, The Gandhigram Rural Institute, Gandhigram, Dindigul, Tamil Nadu, on 14 th AND 15 th February, 2020.
8.	Presented a Research Poster paper on “Manina Mane, Hynugarike Sustira Krushi Abhirudhi- Tumakuru Raithirabbara Prakara Adhayana.” in the National Conference on “Science and Technology: Rural Development”, held at University of Mysore on 17 th and 18 th October 2019.
10.	Presented a paper on “ A Study on social media applications access among post graduate journalism students in Tumkur district” a sponsored two day Multidisciplinary National conference on Viksit Bharat @2047 Digital Transformation and Media convergence for transforming India organized by Department of Journalism and Mass Communicatrion, Tumkur University, Karnataka in Academic collaboration with Indian communication congress and Karnataka State Journalism and Communication Teachers’ Association on July 19 th and 20 th 2024.
11.	Presented a paper Jointly on “ Tumakuru mathu Madhugiri talukina valk-shravana doshavulla makalali madhyama saksharathe- ondu toulanika adhayana” a sponsored two day Multidisciplinary National conference on Viksit Bharat @2047 Digital Transformation and Media convergence for transforming India organized by Department of Journalism and Mass Communicatrion, Tumkur University, Karnataka in Academic collaboration with Indian communication congress and Karnataka State Journalism and Communication Teachers’ Association on July 19 th and 20 th 2024.

OTHER PUBLICATIONS			
SL. NO.	TITLE	AUTHOR & Co-Author	JOURNAL ISSUED DATE
1.	“use of ICT in agriculture a study of farmers among Mysore district	Jyothi C	Social research foundation an UGC care list Journal on” ISSN 2231-0045, VOL-XI, Issue –II Nov 2022.
2.	“A study of Mass Media Literacy among Indian farmers with special reference to Tumkur District”	Jyothi C	Media Literacy in The Digital Era by Ankur publication, page- 210
3.	“Use of ICT tools in agriculture: A study in Tumkur District”	Jyothi C	LPG- 2020,
4.	“ A Study on social media applications access among post graduate journalism students in Tumkur district”	Dr Jyothi C	Book of Abstracts- ICSSR sponsored two day Multidisciplinary National conference on Viksit Bharat @2047 Digital Transformation and Media convergence for transforming India organized by Department of Journalism and Mass Communicatrion, Tumkur University, Karnataka in Academic collaboration with Indian communication congress and Karnataka State Journalism and Communication Teachers’ Association Page- 14
5.	“ Tumakuru mathu Madhugiri talukina valk-shravana doshavulla makalali madhyama saksharathe- ondu toulanika adhayana”	Dr Jyothi C	Book of Abstracts- ICSSR sponsored two day Multidisciplinary National conference on Viksit Bharat @2047 Digital Transformation and Media convergence for transforming India organized by Department of Journalism and Mass Communication, Tumkur University, Karnataka in Academic collaboration with Indian communication congress and Karnataka State Journalism and Communication Teachers’ Association. Page- 83

RADIO TALK	
1.	Presented Radio Talk to AIR, Bangalore on Central Government Schemes which was broadcasted on 26 th September, 2017.
2.	Presented Radio Talk to AIR, Bangalore on Central Government Schemes which was broadcasted on 9 th March 2018.
3.	Presented Radio Talk to AIR, Bangalore on Central Government Schemes which was broadcasted.

RESOURCE PERSON	
1.	Resource Person to Department of Journalism and Mass Communication, Kannada University, Hampi and delivered a lecture on Page Design on October 15 th 2022.
2.	Resource Person in Hampi University and taken classes for Distance Education of Mass Communication and Journalism on 7 th July 2019.
3.	Resource Person in Hampi University and taken classes for Distance Education of Mass Communication and Journalism on 19 th June 2018.
4.	Resource Person for Two days on Radio Programme Production for Post Graduation students of mass communication, Akkamahadevi women's university, vijayapura on 23 rd May 2017.

FDP	
1.	Participated in 6 days virtual Faculty development Programme (FDP) on Research Methodology organized by IOT Academy, Coimbatore, Tamil Nadu from June 5 th to 11 th 2023.
2.	Participated in National level FDP organised by PG and research department of Commerce, Kauvery college for women, Tiruchirapalli, Tamil nadu, on 22 nd July, 2020.
3.	Participated in National level FDP organised by PG and research department of Commerce, Kauvery college for women, Tiruchirapalli, Tamil nadu, on 22 nd July, 2020
4.	Participated in online international FDP on “Emulating the folk culture in Indian Cinema” organised by PG and Research Department of Visual Communication, Hindusthan College of Arts and Science on June 11 th , 2020.

5.	Participated in online international FDP on “Comprehending the art of acting- A Scientific Approach; organised by PG and Research Department of Visual Communication, Hindusthan College of Arts and Science on June 10 th , 2020.
6.	Participated in international online FDP on “Teaching film in contemporary times- challenges and possibilities” organised by PG and Research department of visual communication, Hindustan college of arts and science Coimbatore on 8 th June 2020.
7	Participated in Faculty Development Programme organised by Department of Journalism and Mass Communication, KristuJayanti college, Bengaluru from May 12, 2020 to May 16, 2020.
8	Participated in an online Faculty Development Programme on “How to write and Publish paper in Scopus Journal” organised by IQAC of DRT’s A.E.Kalsekar Degree College, Mumbai on May 18 th 2020.
9	Participated in online Faculty Development Programme “ Impact of Covid-19 Pandemic on Higher Education and Challenges for the teachers’ organised by Krupranidhi Degree college, Bengaluru on 22 nd May, 2020.
10	Participated in one day Faculty Development programme on “Creative Teaching, Learning and Assessing organized by Sri Siddhartha Institute of Business Management held on 25 th November, 2019.

WEBINAR	
1.	Participated in National Webinar on “Digital Communication and Youth” organised by Department of Mass Communication, Punyashok Ahilyadevi Holkar, Solapur University, Solapur on July 14 th 2020.
2.	Participated in the International Webinar titled “Current Trends in Media and Communication” organised by Department of Media Studies, Jain University on June 20 th , 2020.
3.	Participated in the live webinar on the topic TV Newsroom in Corona Time organised by Delhi Metropolitan Education, Delhi on May 12 th , 2020.
4.	Participated in the Webinar on “Selection of Appropriate Statistical Tools: A critical way for successful Research” organised by Advisory Committee, St. Mary’s College, Thoothukudi on May 12 th , 2020.
5.	Participated in webinar on “Covid-19 Lockdown and the emerging streaming culture: Impact and Implications on the viewership Patterns in India” organised by the department of visual communication, BMM and Media Arts on 13 th May 2020.
6.	Participated in Webinar “ Journalism in the Times of Covid- 19” organised by PG and Research Department of Visual Communication, Holy Cross College, Tamil Nadu on 14 th May, 2020.
7	Participated in the International webinar on ‘Journalism during Covid-19 Crisis’ organised by St. Pious degree and PG college for Women, Hyderabad on May 19 th , 2020.
8	Participated in the webinar on Digital Communication During and Post Covid-19 organised by Stella Maris College, Tamilnadu on May 21 st 2020.
9	Participated in webinar on ‘Watchdog Journalism’ organised by PG Department of Journalism and Communication, Dwaraka Doss Goverdhan Doss Vaishnav College,

	Chennai on May 22 nd 2020.
10	Participated in webinar on “The role of community radio in reaching the unreached during the Covid-19 lockdown: A way forward” organised by the department of visual communication, BMM and Media Arts on 23 rd May 2020.
11	Participated in webinar on “Media and the Second Sex: Troubling the gender trouble during the Pandemics” organised by the department of visual communication, BMM and Media Arts on 24 th May 2020.
12	Participated in webinar “Film as a Career” organised by Dr.M.G.R, college, Tamil Nadu on May 26 th 2020.
13	Participated in the International webinar on “Public Health Emergency Communication” organized by Department of Visual Communication, Nehru arts and science college, Coimbatore on May 26 th 2020.
14	Participated in webinar on “Positive Journalism during crisis organised by the Department of visual Communication, The American college, Madurai on 28 th May, 2020.
15	Participated in the webinar “We Know Ham Radio! But what is Home Radio?” organised by Department of Visual Communication SIVET College on 29 th May 2020.
16	Participated in the national webinar on “Film Reporting: Looking Beyond the Glamour” organised by Department of Journalism, centre for Media Studies, Jyoti Nivas College on 2 nd July, 2020.

IGNOU

1.	Academic Counselor for department of Journalism and Mass Communication, IGNOU- New Delhi, Tumkur study Centre from 2023-2024 and from 2024 – 2025.
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AWARDS AND RECOGNITION

1.	Awarded for National Level Dr. APJ Abdul kalam for best Journalism Teacher Category which was given by Mathrubhoomi seva trust, Tumkur on November 21st, 2020
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