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## General Information

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### 1. Contact Information

Name : Dr. Rajeshwari R  
Date of Birth : 22.05.1977  
Telephone : 9980421683  
Web :  
Email : rajeshwari.rnayak@gmail.com

### 2. Present Position

- (a) Designation : Assistant Professor  
(b) Organization : Bangalore University  
(c) Date of Appointment to the present post : 01.010.2008

### 3. Details of Experience:

- (1) Worked as production assistant in ETV Kannada From May 2000 to October 2000  
(2) Worked as Subeditor-Reporter in Prajavani Kannada Daily From October 2000 to October 2008  
(3) Working as Assistant professor from October 2008 to till the date

### 4. Educational Qualifications

S N	Qualification	University	Year	Subject(s) / Topic(s)	%	Distiction etc.,
(1)	M.S. communication	Bangalore University	2000	Mass communication	65 %	

(2)	UGC-NET	UGC	2005	Journalism and Mass communication		
(3)	PhD	Bangalore University	2018	Mass communication (Family Communication)		
(4)						

5. Administrative Experience / Posts & Responsibilities held

- (1) Coordinator of the ElectronicMedia Department from 2023 February to till
- (2) Member Central Admission committee, Bangalore University
- (3) Chairman Board of Studies, Dept electronic Media, Bangalore University
- (4) Member, BOS Dept of Electronic Media, Bangalore University
- (5) Member, BOS Dept of Journalism and Mass Communication, Davanagere University
- (6) Member, BOS Dept of Journalism and Mass Communication, Hampi Kannada University
- (7) Member. Ph.D. Registration Committee, Bangalore University
- (8) Chairman, BOE, MSc Electronic Media Bangalore University
- (9) Chairman, BOE, MSc Film Making Bangalore University
- (10)Chairman, BOE, MSc Graphics and Animation Bangalore University
- (11) Member, BOE, MA Journalism and Mass Communication, Bangalore North University
- (12)) Member, BOE Dept of Journalism and Mass Communication, Davanagere University
- (13) Member, BOE Dept of Journalism and Mass Communication, Karnataka University
- (14) Member, BOE Dept of Journalism and Mass Communication, Bangalore City University
- (15)Member, BOE Dept of Journalism and Mass Communication, Bangalore North University
- (16)Member, BOE Dept of Journalism and Mass Communication, Mangalore University
- (17)Member, BOE Dept of Journalism and Mass Communication, Gulbarga University
- (18)Member, BOE Dept of Journalism and Mass Communication, Kuvempu University, Shimoga
- (19) Member, BOE Dept of Journalism and Mass Communication, Hampi Universit
- (20)Member of UG Admission approval from 2016

6. (a) Academic / Teaching & responsibilities

S.No	Post	Organization/ University	Duration		Experience (In Years and Months)
			From (Date)	To (Date)	
(1)	Assistant Professor	Bangalore University	1.10.2008	Till date	14
(2)	Member of BOS and BOE	Bangalore University	2012	Till date	
(3)	Member of BOS	Akkamahadevi Mahila University, Vijayapura	2020	Till date	
(4)	Member of BOE for many universities				
<b>Total Teaching and Research Experience : Years</b>					

6. (c) Involvement with formulation of academic programmes:

- (1) Member of syllabus formation committee for MA journalism and PG Diploma in journalism in Hampi Kannada University, Karnataka
- (2) Member of syllabus formation committee for Msc. Electronic Media, Film making, Graphics and Animation

6. (d) Important MoUs formulated for academic collaborations:

S N	MOUs formulated	Name of Agencies/Departments involved	Year of MoU
(1)	MOU of Film making	Dept of Electronic Media and Karnataka Film Academy	2020

8. List of scholarly Publications in recognized professional and /or academic journals.

Sl. No.	Title of the Article	Journals With Volume, Year and page nos	ISSN/ ISBN No.
1.	E earning in higher education: Problems and prospects- An analysis.	International conference on strategies and action plans for sustainable development in higher education August, 2014, Pg no. 529-537	ISBN No. 978-81-930003-0-4

2.	Kannada soap opera's female roles impact on women viewers of Karnataka	International multidisciplinary research journal-Indian Streams Research Journal, volume 5, Issue 1, Feb 2015, pg No. 1-7	ISSN No 2230-7850
3.	ICT in higher Education: Trends, Challenges and prospects- An analytical approach	International journal of multidisciplinary Educational Research. Volume 4, Issue 2(4), February 2015, Pg No. 116-130	ISSN No. 2777-7881
4.	Advertising trends: powerful women in Indian television commercials- An empirical analysis.	International journal of multidisciplinary Educational Research. Volume 4, Issue 3(1), March 2015, Pg No. 1-11	ISSN No. 2777-7881
5.	"Political news coverage from colonial period to information age: A conceptual framework".	National seminar on "Media power in politics: A global perspective"	
6.	E-Learning in Higher Education: Problems and Prospects-An Analysis	International conference on Strategies and action plans for sustainable development in higher education, Pg Nos. 529-527	ISBN 978-81-930003-0-4
7.	Role of Media in Creating Cleanliness Awareness: Analysis of Television advertisement on Swach Bharat and Nirmal Bharat Campaign	The Paradigm, 2015	ISSN 22492534
8.	Impact of Media on Social behavior during crisis: A case study of Cauvery water dispute news coverage among Kannada News Channels	Journal of Media and Social Development Jan-March 2017, Vol. 5. Issue.1	ISSN 2320-8244
9.	Promotion of Superstition in Television content: An Interpretative Study of Kannada Channels	Media Matters, Vol. 5, Issue 1	ISSN 22492542
10.	Social Media's Role in Higher Education : Student's perspective	Global Journal for Research Analysis	ISSN 2777-8160
11.	Differed impact of human and wild life conflict reporting: Case study of hunting tigress Avni	Recent trends in zoology, biodiversity, genetics and environmental sciences, December, 2018	ISBN 978-93-86435-62-0

12.	Television As medium of Film Promotion: Role, Trends, Perception and Impact on Kannada Channel's Viewers.	Journal of Communication Studies	ISSN 0970 554X, April 2017
13.	Portrayal of Family Relationship in Television: Reception and Impact on Viewers of Kannada Television Channels.	International Research Journal of Human Resources and Social Sciences	ISSN 2394-4218, Volume-4, Issue- 7, July 17
14.	Reconstruction of Superstation in Television Content: An interpretative Study of Kannada Channels	Artha Journal of Scial Sciences	2017, Vol 16. No. 3 ISSN 0975-329X
15.	The Role of television in protecting social justice: Evaluation of Kannada News Channels	Bangalore University Law Journal	2017, Vol-7, No. 2, ISSN.0973-3280
16.	Impact of social media on political awareness among youth	International Journal of Innovativ Practice and Applied research	2019, Vol-9, Special issue 16, ISSN 2349-8978
17.	Differed impact of human and wild life conflict reporting: Case study of hunting tigress Avni	recent trends in zoology, biodiversity, genetics and environmental sciences	2018, ISBN 978-93-86435-62-0
18.	OTT as New Platform of Cinema Exhibition: Opportunities and Challenges for Kannada Films	Asian Review of Social Sciences	2021, Vol-10, No.1, ISSN 2249-6319
19.	Digital Media as Platform of Theatre Promotion: Role, Opportunities and Challenges	Communication Today	2021, Vol-25, No. 3, ISSN 0975-217X
20.	Newspapers in Digital Age: A Study in Different Strategies Adopted by Kannada Dailies	International Journal of Innovative Research in Technology	Vol-8, issue-8, ISSN- 2349-6002

8.(c) II Participation and contribution in National /International Fora in the area of academic and professional expertise:

Sl no.	Conference	Organized by	Date	Participated/presented
1.	International conference on “Strategies and action plans for sustainable development in higher education”	Presidency College, Bangalore	8 <sup>th</sup> August, 2014	“E-Learning in Higher Education: Problems and Prospects-An Analysis”
2.	National seminar on “Changing news landscape in India: Prospects and challenges”	UGC and Dept of MCMS St Aloysius College (Autonomous), Mangalore	16-17 January, 2015	“Legal and ethical aspects of surrogate advertising: A critical study”
3.	National seminar on “Media in the contemporary world”	Department of Mass communication and Journalism, Mangalore University	22-23 January, 2015	“Women in Television: Depiction, Perception and Implication of female roles in Kannada soap operas”
4.	National conference on “New age communication and Media”	Department of media studies, Jain university, Bangalore	2 <sup>nd</sup> February, 2015	“Digital monopoly in commerce: Trends, Problems and impact- A conceptual approach”
5.	National conference on “Human Capital formation: issues and challenges	Department of Economics, St. Joseph’s college, Bangalore	9 and 10 <sup>th</sup> February, 2015	“Digital Literacy; Obstacles and Challenges in Post Graduate Students of Rural Karnataka”
6.	National conference on “Media and Culture: Contemporary Scenario”	Department of Post graduate studies in Journalism and Mass communication, NMKRV college for Women, Bangalore	27 <sup>th</sup> March, 2015	Changing role of women in Indian TV commercials: An analysis
7.	National Seminar on Media Education: Coping with technology, culture and society	Dept of Electronic Media and Mass communication, Pandicherry University and ACT TN &P		Utilization of E-governance services: A case study of HRMS project in Karnataka
8.	National Seminar on “News and views in the convergence era: Challenges and opportunities”	The Dept of Mass Communication and Journalism, Karnataka University, Dharwad and Karnataka Media Academy		Socio-cultural impact of new media- An analysis in the light of North-East Exodus
9.	National Seminar on Commercialization of Media and Public Service Communication	Acharya Institute of Graduate Studies Bangalore		“Media’s Perception on Women: A Diverted Agenda- Analysis of Kannada Television Channels

10.	National Seminar on Laws, Ethics and Media	Department of Media Studies Garden City College, Bangalore	22nd Sept, 2016.	Promotion of Superstition in Television content: An Interpretative Study of Kannada Channels
11.	National Conference on Media and Political Transformation,	St. Joseph College, Bangalore,	24 <sup>th</sup> - 25 <sup>th</sup> November 2016.	Impact of Media on Social behavior during crisis: A case study of Cauvery water dispute news coverage among Kannada News Channels
12.	National Conference on Dr. Ambedkar's vision for enlightened India	Ambedkar study and Research center Bangalore University	22 <sup>nd</sup> -23 <sup>rd</sup> November 2016.	Ambedkar's thoughts on Women Empowerment: Media as Executor of his vision
13.	International conference on Communication Organized	Symbiosis University Bangalore	19 <sup>th</sup> -20 <sup>th</sup> January 2017.	Communication strategies for mediating policy decisions
14.	National Conference	Dept. of English and Dept. of Mass Communication and Journalism Kristu Jayanthi College, Bangalore	7 <sup>th</sup> Feb, 2017	Reconstruction of Superstition in Television Content: An interpretative Study of Kannada Channels
15.	International conference on India's Communication Policy and Strategy Development organized	Manipal School of Communication, Udupi	17-18 <sup>th</sup> March 2017.	Television as Medium of Cinema promotion: Trends, Perception and Impact on Kannada channel Viewers
16.	National Conference on Ensuring Social Justice in the Era of Globalization	University Law College, Bangalore University	29 <sup>th</sup> May 2017.	The Role of television in protecting social justice: Evaluation of Kannada News Channels
17.	National Seminar on Social Media 360	Department of Media Studies Garden City College, Bangalore	21 <sup>st</sup> Sept, 2015	Role of Social Networking sites in Higher Education: Students' Perspective
18.	International Conference on Swachh Bharat	Garden City College of Science and Management Studies Bangalore	25 <sup>th</sup> November 2015	Role of Media in Creating Cleanliness Awareness: Analysis of Television advertisement on Swachh Bharat and Nirmal Bharat Campaign
19.	National Conference on Socio-cultural Change and the media representation and perception	Government Forst grade college, Peenya Bangalore	26 <sup>th</sup> -27 <sup>th</sup> February 2016	Representation of Festivities in Television: Reception and Impact on Kannada Viewers
20.	NAAC sponsored national seminar on problems and prospects of quality management in Higher Education in India	IQAC Govt. First Grade College Sulibele, Bangalore	March 11 <sup>th</sup> -12 <sup>th</sup> 2016	Impact of NAAC accreditation process in quality management with reference to Karnataka Universities

21.	International Conference on Sustainable Rural development – geospatial Solutions	Dept. of Geography and Geoinformatics, BUB,	September 20.22, 2018	Strategies to reach rural population through ICT: Evaluation of technology enables welfare schemes in Karnataka
22.	International Conference on media content and consciousness: Exploring the individual and the collective	NITTE institute of Communication	16-17 November 2018	Impact of reducing life span of media career on news content and treatment: A study of Karnataka regional media
23.	National Conference Psychology for Gen-Z organized	Dept. of Psychology, BUB	1 <sup>st</sup> December 2018	Emotional association and behavioral impact of media: the evaluation of regional television content with respect to culture depiction
24.	International Conference on recent trends in zoology, biodiversity, genetics and environmental sciences	Dept of Zoology and IMRF, BUB	December 4-5, 2018	Differed impact of human and wild life conflict reporting: Case study of hunting tigress Avni
25.	National media conference on Gender identity and changing news paradigms	Kristu Jayanti college	February 19-20, 2019.	Status of female workforce in media: a study of diversified professional issues in Karnataka media House
26.	National conference on Media- Hopes and Despairs	KLE Law College, Bangalore	28 <sup>th</sup> and 29 <sup>th</sup> October 2017	Role of Media Technology in Forming Collective voice for Social justice: A Case Study of Change.org.
27.	National conference on Traditional media and Social Communication	Tumkur University, Tumkur,	March 28 <sup>th</sup> , 2018	Representation of Indian Art and Culture in Advertisements: Analysis of Television Commercials
28.	International conference on Sustainable Water Resource Management: Innovative Geospatial Solutions	Dept. of Geography, BUB	November 9-11 <sup>th</sup> 2017	Popularizing Environment Conservation Initiation: Role of Media in Social Mobilization
29.	National conference on ‘Ensuring Social Justice in the Era of Globalization: Issues and Challenges	University Law College, BUB	29 <sup>th</sup> May 2017	The Role of Television in Protecting Social Justice: Evaluation of Kannada News Channels
30.	International conference on Theatricality in Theatre and other Mimetic forms	Dept. of Visual arts: BUB	4-6 <sup>th</sup> April, 2017	New Media as Platform of Theatre Promotion: Role, Prospects and Problems
31.	International conference on Media Education	Dept. of Communication, BUB	December 28 <sup>th</sup> & 29 <sup>th</sup> 2020	Role of Advertising in Educating People: Analysis of Television Commercials on Corona virus Communication



32.	International conference on Media Education	Dept. of Communication, BUB	December 28th & 29 <sup>th</sup> 2020	Role of Cinema in addressing social issues: Analysis of selected Kannada Films
33.	3rd International Web Conference on Climate Change Impacts on Environment and Biodiversity	Department of Environmental Science, Bangalore University, Bengaluru	5th – 11th June 2020	Role of mass media in promoting environment protection activities and related public mobilization
34.	19th Annual / 5th International Science Fiction Online Conference 2020	Bangalore University & Indian Association for Science Fiction Studies	7-9, December 2020	Shifting Trend of Gender In Advertisements: Social Framing and Perceived Impact of Television Commercials
35.	International conference on Media and Gender: Perspective, issues and Challenges	Dept. of Communication, BUB and St. Pauls College Bangalore	25-26 February 2021	The portrayal of women in cinema: An analysis of Kannada films
36.	International conference on Media and Gender: Perspective, issues and Challenges	Dept. of Communication, BUB and St. Pauls College Bangalore	25-26 February 2021	Women in Media Coverage: A Case Study on Kannada News Channels
37.	National E conference on Media, Communication and Delevopment: Emerging Trands and Challenges	School of Mass Communication: IMS Unison University, Dehradun	October 23, 2021	Digital transformation media education during covid-19: A study on challenges, opportunities and its impact on students
38.	International Multidisciplinary Conference on Issues and Challenges in Higher Education	Dept. of Political science, Bangalore University, bangalore	11-12 November 2019	Impact of social media on political awareness among youth

Plenary Lectures/ Invited Talks: National : Nos. 10

### 9. Research Projects:

Ph.D's Awarded : one  
 Informal Guidance to Ph.D. Students : Four  
 PG Dissertation / : 90  
 Projects : Mahatma Gandhi National Council for  
 Rural Educatin (MGNCRE) on ROLE AND IMPACT  
 OF DIGITAL MEDIA IN RURAL WOMEN'S  
 EMPOWERMENT: A STUDY IN KARNATAKA