

# FORMAT FOR DETAILS OF INDIVIDUAL TEACHERS ACHARYA NAGARJUNA UNIVERSITY

**1. Name :** ANITA GADDIPATY

**2. Designation :** Associate Professor

Head  
Department of Journalism & Mass Communication  
Acharya Nagarjuna University

Chairperson, BOS  
Department of Journalism & Mass Communication  
Acharya Nagarjuna University

Director,  
Directorate of Admissions,  
Acharya Nagarjuna University

Former Coordinator,  
Exams, PG and Professional courses,  
Acharya Nagarjuna University  
Nagarjuna Nagar, Guntur  
Andhra Pradesh, India

Coordinator,  
ANU RADIO, Community Radio Service  
Acharya Nagarjuna University  
Nagarjuna Nagar, Guntur  
Andhra Pradesh, India

**3. Department :** Department of Journalism & Mass Communication

**5. Qualifications :** MA( Eng Lit ), MJMC, MPhil, Ph.D., APSLET

**6. Date of Birth :** 03.07.2023

**7. Date of Joining :** 30.11.2009

**8. Phones :** 9440848413

**9. Email ID :** anita\_kolla@yahoo.com , gaddipatyanita@gmail.com

**10. Academic Qualifications:** MA( Eng Lit ), MJMC, MPhil, Ph.D., APSLET

**11. Title of Ph.D. Thesis :**

Title of Thesis	University from which PhDs awarded	Awarded Year
Working Media Women in Andhra Pradesh: A Sociological Study	Andhra University	2008

**12. Professional Career:** Senior Sub editor/ Reporter, News today Pvt limited, Hyderabad

01.01.1994 to 02.10.2005

- **Teaching Experience:** 02.10.2005 till date
- **Administrative Experience:**
  - Worked as warden , AU ladies hostel AU, Visakhapatnam
  - Coordinator, Dept of JMC, ANU since 2012
  - Chairman, BOS, Dept of JMC since October, 2021
  - Coordinator from
- **Research Experience: Since 2008**

**13. Academic Activities:** The department was strengthened by introducing M.Phil. and Ph.D. courses. Periodically the syllabus was revised to suit the demands of the industry as well as the society. In the years 2012, 2014, 2017 and in 2021 seminars and workshops were conducted to hone up the research and professional skills in Mass media and Mass communication. Apart from these guest lectures are also organized. Along with organising seminar on Agricultural Communication an edited book was brought out with the papers submitted in it. Later workshops on public relations, advertising and recently on viable content generation were held in which students participated, interacted with the top resources persons in those to have hands on experience and tried to improve their knowledge levels. Every year students of final year are made to take up dissertation of various interesting topics related to diverse mass communication formats such as print media, electronic media, PR, advertising as well as new media.

**14. Research Students Information (Awarded):**

Guided Successfully		Presently Guiding	
Ph.D	M.Phil/M.Tech	Ph.D	M.Phil / M.Tech
4	1	5	-

**15. Professional Achievements:**

Could teach professional aspects of mass media and mass communication to students and support them to get in to jobs in top media houses in large scale.

I could publish four books and good number of research papers in national and international journals of repute. In the beginning of my career itself I published an article in SAGE journal which has great amount of credibility. I contributed notes to MA (JMC) course offered by Dr.B.R.Ambedkar university, Hyderabad, GITAM University, Visakhapatnam as well as CDE of ANU.

The previous organization News Today pvt limited which contributed for *Eenadu* and *ETV* of print and television mass media where I worked for more than 13 years has helped in guiding the

students to gain entry into those top media house and could get placements in departments lie reporting, editing, production etc. Few students got into central and state government services. Few research scholars whom I guided had published good number of research articles. I received appreciation for my work in science communication wherein I was awarded “Outstanding media professor award” by National Council for Science & Technology Communication, DST, New Delhi and Science City of Andhra Pradesh, Amaravati, A.P, 2019

**16. No. of books published : 4**

**17. No. of research articles published/presented since the inception:**

Journals		Conferences	
National	International	National	International
35	11	42	5

**18. Details Major/Minor Research Projects held/holding:**

Title and Sanction Order Particulars	Date of Project Sanctioned	Major/Minor and Funding Agency	Amount in Lakhs
Awareness programmes by Community Radio	20,000	SMART, New Delhi	0.20 lakhs

**19. Research Collaboration with the faculty of foreign Universities:** NA

**20. Visiting/ Adjunct/ Guest Faculty of other Universities:** NA

**20. Patents:** NA

**21. Professional Memberships:** Chairperson, PRSI, Amaravathi, Andhra Pradesh

**22. Academic Council/ BOS/Other Committee Members:**

- Member, Dept of Journalism and Mass communication, BOS, Stella Maris colleges, Vijayawada
- Member, Dept of Journalism and Mass communication, SR &CVR college, Vijayawada
- Member, Dept of Journalism and Mass communication, Andhra University, Visakhapatnam
- Member, Committee for syllabus finalizing diploma course of AP Press Academy, Vijayawada

- Member, Course Development Team, Dr.B.R.Ambedkar Open University, Hyderabad since November, 2019

**Signature of the Teacher**