

FORMAT FOR DETAILS OF INDIVIDUAL TEACHERS

ACHARYA NAGARJUNA UNIVERSITY

1. Name :Dr.K.JYOTHIRMAYEE
2. Designation :Assistant Professor
3. Department :Journalism and Mass Communication
5. Qualifications :MCJ., Ph.D
6. Date of Birth :05.06.1980
7. Date of Joining :13.10.2023
8. Phones: (off): Cell: 9000488939
9. Email ID :jyothikookatla@gmail.com
10. Academic Qualifications: MA & Ph.D in Journalism and Mass Communication
11. Title of Ph.D. Thesis :Pilgrimage Tourism: Media Use and Travel Behaviour of Tourists visiting Tirumala

Title of Thesis	University from which PhDs awarded	Awarded Year
Pilgrimage Tourism: Media Use and Travel Behaviour of Tourists visiting Tirumala	Sri Padmavathi Women's University Tirupati	2008

12. Professional Career:

- Teaching Experience:10 Years
- Administrative Experience: 6 Years
- Research Experience:12 Years

13. Academic Activities :

I have been teaching since 2013 and taught reporting and editing for print media, Advertising, Public Relations, International Communication, History of Mass Media etc. Guided for PG students for more than 40 dissertations. Organized 3 webinars. Students produced 8 documentaries on various topics under my supervision. Actively participated in 14 national and international workshops and 6 faculty development programmes. Completed 9 certificate courses (online) on digital Journalism and Digital skills, Digital Marketing, Social Media etc and got good score in all the courses. Regularly deliver special talks on various issues related to the discipline in AIR(All India Radio), Vijayawada.

14. Research Students Information (Awarded):

Guided Successfully		Presently Guided	
Ph.D	M.Phil/M.Tech	Ph.D	M.Phil
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15. Professional Achievements:

Awarded Post Doctoral Fellowship from UGC for the year 2011-12

16. No. of books published :NIL

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

Journals		Conferences	
National	International	National	International
11	02	11	09

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
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19. Research Collaboration with the faculty of foreign Universities: NIL

20. Visiting/ Adjunct/ Guest Faculty of other Universities: NIL

20.Patents:NIL

21.Professional Memberships: Life Member, PRSI, Amaravathi Chapter

22.Academic Council/ BOS/Other Committee Members:

Member BOS, Dept JMC, Krishna University
Member, BOS, SRR&CVR degree college, Vijayawada
Member, BOS, Noble college, Machilipatnam
Member, Inspection committee for granting Affiliation, KRU, Mchilipatnam
Member, Affiliation Process, KRU, Machilipatnam

Signature of the Teacher