

PROFILE



1. Name (In Capital) Prof V SATHI REDDY
2. Date of Birth(DD/MM/YYYY) 16/02/1961 Age (in years) 61
3. Address 202, Sri Nivasam Residency, JV Colony, Gachibowli, Hyderabad – 500032
Phone /Mobile No 9441264451 vsreddytu@gmail.com
4. Qualification MCJ, Ph.D
5. Area of Specialization ; Communication Theory, Development Communication
6. Date of Appointment i. *In the Institution* 12-01-2022

ii. *Present Position:* Adjunct Professor

Awards / Recognitions : Best Teacher Award by Telangana Government : 2017

Details of Contribution in the Subjects / Faculty

- a. Design of Curriculum i. *Theory* _____
ii. *Practical* _____
- b. Teaching Methods
i. *Direct / offline* _____
ii. *Online* _____
iii. *Audio lessons* _____
iv. *Video lessons* _____
- c. Preparation of Course Material / Lab Manuals (please enclose the list)
i. *Course Writing*

| Theory | | | |
|--------|---|--|--------------------------------------|
| S. No. | Programme | Title of the Course | Title of the unit(s) |
| 1 | MA(Journalism and Public Relations) OU | <i>Principles of Management and Organizational Communication</i> | Marketing Management, definitions, , |
| 2 | -do- | -do- | Marketing management |
| 3 | -do- | -do- | Direct marketing |

| | | | |
|----|--------------------------|--|---|
| 4 | -do- | -do- | Market segmentation |
| 5 | -do- | -do- | Marketing plan, |
| 6 | -do- | -do- | Logistics and supply chain management |
| 7 | -do- | -do- | Determinants of consumer behaviour |
| 8 | MCJ(PSTU) | <i>Communication sidhanta parichayam,</i> | Communication nirvachanam |
| 9 | -do- | -do- | Communication namunalu |
| 10 | -do- | -do- | Mass communication nirvachanam |
| 11 | -do- | -do- | Media prekshakulu |
| 12 | -do- | -do- | Media samsthala panitheeru |
| 13 | -do- | -do- | Mass communication prabhavam |
| 14 | -do- | -do- | Media-prajabhiprayam |
| 15 | -do- | -do- | Media Vidhayaka sidhantalu |
| 16 | -do- | -do- | Prapancheekarana-media |
| 17 | -do- | <i>Abhivridhi Communication</i> | Abhivridhi Journalism |
| 18 | -do- | <i>Communication parishodhana</i> | Paroshodhana samasya |
| 19 | -do- | -do- | Parishodhana sameeksha |
| 20 | -do- | -do- | Vishaya vishleshana |
| 21 | -do- | -do- | Parishodhana nivedika rachana |
| 22 | -do- | <i>Praja sambandhalu</i> | Praja sambandhalu-marketing |
| 23 | MCJ(Kakatiya University) | Advanced Public Relations and Organisational Communication | Praja sambandhalu Nirvachanam |
| 24 | -do- | -do- | Praja sambandhala communication sadhanalu |
| 25 | -do- | -do- | Praja sambandhala pracharoodhyamam-amshalu, |
| 26 | -do- | -do- | Praja sambandhalu yajamanyam |
| 27 | -do- | -do- | Praja sambandhalu –marketing |
| 28 | -do- | -do- | Praja sambandhalu –advertising |
| 29 | -do- | -do- | Praja sambandhalu –sanketika pariijnanam |
| 30 | -do- | -do- | Sankshobha praja sambandhalu |

| | | Practical | |
|--------|-----------|---------------------|---|
| S. No. | Programme | Title of the Course | T |
| | | | |
| | | | |
| | | | |

ii. Course Editing

| Theory | | | |
|--------|--------------------|----------------------------|----------------------|
| S. No. | Programme | Title of the Course | Title of the unit(s) |
| 1 | MA(JMC)DR BRAOU | Project Report: Guidelines | |
| 2 | MA(JMC) | History of Media | |

| | | | |
|---|------------|--|--|
| | DRBRAOU | | |
| 3 | MCJ (PSTU) | <i>Communication sidhanta parichayam</i> | |
| 4 | MCJ (PSTU) | <i>Abhivridhi Communication</i> | |
| 5 | MCJ(KU) | Advanced Public Relations and Organisational Communication | |
| | | | |

| Practical | | | |
|-----------|-----------|---------------------|----------------------|
| S. No. | Programme | Title of the Course | Title of the unit(s) |
| | | | |
| | | | |

iii. Course Co-Ordination

| S. No. | Programme | Title of the Course |
|--------|------------|---------------------|
| 1 | MCJ (PSTU) | 10 courses |
| | | |

| S. No. | Programme | Title of the Course |
|--------|-----------|---------------------|
| | | |
| | | |

d. e-Content Lessons/ Courses / Editing

| S. No. | Programme | Title of the Lessons / Course / Editing | E-Content Source |
|--------|-----------|---|------------------|
| | | | |
| | | | |

e. Radio/ Video/ Teleconferencing/ Web Conferencing/ Webinar (please enclose the list)

| S. No. | Programme | Course No. & Title | Title of the Lesson | Mode of the Lesson |
|--------|-----------|--------------------|---------------------|--------------------|
| | | | | |
| | | | | |

7. Teaching .

a. Counselling / Teaching (Details may be enclosed)

| S.No. | Programme | Theory | | | Practical | | | |
|-------|-----------|------------|--------------|--------------|------------|--------------|------------------------|----------------|
| | | Course No. | Course Title | No. of Hours | Course No. | Course Title | No. of Hours per Batch | No. of Batches |
| | | | | | | | | |
| | | | | | | | | |

Total Number of Hours Theory Counseling

i. Direct / offline

ii. Online _____

iii. Audio lessons _____

iv. Video lessons _____

Total number of Hours Practicals Counselling

- i. Direct / offline 60 hours
- ii. Online 6 hours
- iii. Audio lessons _____
- iv. Video lessons _____

8. Course wise Teaching Plan to Counsellors to be implemented at all Study Centers in stipulated No. of Hours (Course wise details may be enclosed)

| S.No. | Programme | Course Number & Title | No of Hours per Block | Remarks |
|-------|-----------|-----------------------|-------------------------------------|---------|
| | | | Block-1 : Block-2 : Block-3 : | |

9. Summer / Winter Schools Conducted (Details may be enclosed)

| S.No | Course Number & Title | No. of unit(s) | No. of. Hours |
|------|-----------------------|----------------|---------------|
| | | | |
| | | | |

10. Details of Participation in the following

a. University examination evaluation

- i. UG _____
- ii. PG _____
- iii. M.Phil & Ph.D _____
- iii. Diploma /PG Diploma _____
- iv. Certificate Courses _____

b. Paper Setting

- i. UG _____
- ii. PG _____
- iii. M.Phil & Ph.D _____
- iv. Diploma /PG Diploma _____
- v. Certificate Courses _____

c. Preparation & Evaluation of Assignments

- i. Preparation of Assignments for MA(JMC)

d. Examinations Conducted _____

e. Evaluation of Thesis / Dissertations

(Enclose the list of evaluated Thesis / Dissertation titles)

11. Research Projects

i) Completed

| S. No. | Title of the Project | Funding Agency (UGC/DEC/CSIR/ DST etc) | Amount Sanctioned | Year (From-To) |
|--------|----------------------|--|----------------------|-------------------|
| | | | | |
| | | | | |

ii) On-going

| S. No. | Title of the Project | Funding Agency (UGC/DEC/ CSIR/DST etc) | Amount Sanctioned | Date of Commencement | Expected date of Submission |
|--------|----------------------|--|----------------------|-------------------------|-----------------------------------|
| | | | | | |
| | | | | | |

12. *Number of Ph.D. Candidates Awarded 4

*Number of Ph.D. Candidates Currently Working 6

13. *Number of M.Phil. Candidates Awarded 6

14. *Number of M.Phil. Candidates Currently Working 6

(*please enclose the list of candidate names, registered year and title of work)

15. Research fellowship

| S.No. | No. of Research Scholar | Funding Body |
|-------|-------------------------|---------------|
| 1 | One (JRF) | UGC |
| 2 | RGNF | Govt of India |

16. Publications

i) Books (please enclose the list)

| S. No. | Author(s)/ Editor (s) | Title | Publisher | Year of Publication | Page No.(s) |
|--------|--------------------------|-------|-----------|------------------------|-------------|
| | | | | | |
| | | | | | |

ii) Articles / Papers Published in Books (please enclose the list)

| S. No. | Title of Article/ Paper | Title of the Book | Editor(s) Name | Publisher with ISBN/ISSN | Year of Publication | Page No. (s) |
|--------|----------------------------|----------------------|----------------|-----------------------------|------------------------|--------------|
| | | | | | | |
| | | | | | | |

iii) Articles Published in Journals (please enclose the list)

| Sl. No. | Title of Article | Journal with ISBN/ISSN | Year/Month |
|---------|------------------|---------------------------|------------|
| | | | |
| | | | |

| | | | |
|---|---|----------------|---|
| 1 | Demographic and Socio economic status of TV Journalists, <i>Emerging Technologies and Innovative Research</i> , (Joint Author) | 2349-5162 | Vol.5.No.8, Aug 2018. |
| 2 | Working Conditions of Journalists as a Research field: Review Literature, <i>International Journal of Research and Analytical Review</i> , | ISSN 2349-5138 | VOLUME 5 ISSUE 3 , JULY – SEPT 2018 |
| 3 | Perceptions of Broadcast Journalists on Job related aspects, <i>International Journal of Research in Social Sciences</i> , , (Joint Author) | 2249-2496 | Vol. 9 Issue 4, April 2019. |
| 4 | Social Composition of Broadcast Journalists in India, <i>Research Journal of Humanities and Social Sciences</i> , (Joint Author) | 2945-3968 | 2321-5828 Vol. 10 Issue-02 April- June 2019. |
| 5 | Broadcasting Industry, and Journalists perceptions on job related Aspects, <i>RESEARCH REVIEW: International Journal of Multidisciplinary</i> , (Online) (Joint Author) | 2774-5368 | Issue-06 June 2019. |
| 6 | Indian News Channels not so inclusive,. (Joint Author) <i>Mass Media</i> , | 1092-0439 | Vol : 8, No. 7, June 2019 |
| 7 | Parishodhana patrikala lakshnalu, dhoranulu, | | <i>Parishodhana</i> , Jan-Mar, 2011 |

| | | | |
|----|--|--|---|
| 8 | Coverage of Copenhagen Summit in Telugu Dailies | | 1. <i>Karnataka University Journal of Communication</i> , April, 2010 |
| 9 | Impact of Journalism Education on Professional Attitudes | | <i>Karnataka University Journal of Communication</i> , December 2005 |
| 10 | Telugu Patrikalalo Primary Issula Vishleshana | | 1. "Vangmayi", July- Sept. 2001. |
| 11 | | | |
| 12 | | | |
| 13 | | | |
| 14 | | | |

| | | | |
|--|--|--|--|
| | | | |
| | | | |

iv). Papers Presented in Conferences/Seminars/Workshops (please enclose the list)

| Sl. No. | Title of the paper | Title of Conferences/Seminars/Workshops | Presented Place and date(s) | Publisher & Year of publication |
|---------|--|--|--|---------------------------------|
| 1 | Social Media Habits of Engineering Students, | Role of Social Media in Empowerment of Women | organized by Kakatiya University, 5-6, February, 2018. | |
| 2 | Research Journals in Telugu, | Current Media-Trends" | Department of Telugu and Translation Studies, Dravidian University, 30-31 march 2015. | |
| 3 | Consequences of News Channels' Explosion | News Channels: Morality and Reality, | Department of Communication and Journalism, Potti Sreeramulu Telugu University and Press Academy of Andhra Pradesh, April 6-7, 2013. | |

| | | | | |
|----|--|--|--|--|
| | | | | |
| 4 | Coverage of Women's issues in national and regional media, | National seminar on Gender and Human Rights: The Role of Media, Karnataka State Women's University. | | |
| 5 | Journalism Lo Objectivity, | Sixth All India Telugu Conference , Barahmapur | | |
| 6 | Use of Web.2 in Journalism Education through distance mode | National Seminar on " Open Distance Learning-Learner Support Services- Role of Media, Dr. B. R. Ambedkar Open University, APSCHE | | |
| 7 | Small and medium newspapers as alternative papers | Role of Small and Medium Newspapers in Good Governance, jointly organized by Association of Small and Medium Newspapers of India and P.S. Telugu Universit | | |
| 8 | Journalism charitra Rachana-Prakriya Konam Avashyakatha | Journalism Charitra Rachana: Avishkarinchavalasina Konalu, Potti Sreeramulu Telugu University | | |
| 9 | Coverage of Copenhagen summit news in Telugu dailies | 1. XXXIII Indian Social Science Congress | | |
| 10 | Telugu Patrika Rangamlo iteevali dhoranulu | Regional Telugu Conference, Delhi Telugu Association | | |

| | | | | |
|----|---|---|--|--|
| | | and P. S. Telugu University | | |
| 11 | Journalism education in the convergence Era | New Communication Technologies and Journalism Education, Karnataka University Dharwad, Jan, 2009 | | |
| 12 | Telugu Journalism Paribhasha | National Seminar-cum- Workshop on "Telugulo Samajika Shastralu: Sankethika padajala sekarana-melakuvalu, P.S. Telugu University | | |
| 13 | Professional Profile of Andhra Pradesh Journalists | National seminar on " Media Trends and Trial by Media, Nagarjuna University | | |
| 14 | | | | |

v). Monographs/Reports (if any) _____

17. Conferences/Seminars/ Workshops Organized (please enclose the list)

| S. No. | Status as Organizer | Title of the Conferences/Seminars | Date(s) of Conferences/Seminars/Workshops |
|--------|---------------------|--------------------------------------|--|
| | | | |
| | | | |

18. Conferences /Seminars/Workshops Chaired (please enclose the list)

| S. No. | Title of the Conferences/Seminars/Workshops | Organized by | Place & Date(s) of the Conferences/Seminars/Workshops |
|--------|--|--------------|--|
| | | | |
| | | | |

19. Conferences/Seminars/ Workshops/ Symposiums/ Refresher Courses/ Orientation Courses participated (please enclose the list)

| S. No. | Title | Organized by | Place & Date(s) |
|--------|-------|--------------|-----------------|
| | | | |
| | | | |

20. Chairman/Member of Authority/Committee etc (please enclose the list)

| S. No. | Chairman/Member/Secretary | Committee/Authority | Year (From-To) |
|--------|---------------------------|--|----------------------|
| 1 | Member | Academic Senate(Krishna University) | Dec 2013 – till date |
| | Member | Telangana State Press Academy | 2015-2017 |
| 2 | Member | Governing Council, Press Academy of Andhra Pradesh | Dec 2004- Nov 2006 |
| 3 | Member | Governing Executive Committee, Press Academy of Andhra Pradesh | Aug. 2010-July 2012 |
| 4 | Member | BOS(Osmania University) | 2009-13,2018-21 |
| 5 | Member | BOS (Andhra University) | 2008-2017 |
| 6 | Member | BOS (Krishna University) | 2013-2016 |
| 7 | Member | BOS (Kakatiya University) | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

21. Membership in Professional Organization/Associations (please enclose the list)

| S. No. | Name of the Association/Organizations | Life Member/Ordinary Member |
|--------|---------------------------------------|-----------------------------|
| | | |

22. Faculty exchange Programme

| S.No. | Title of the Faculty Exchange Programme | Name of the institution and country | Funding body | Duration |
|-------|---|-------------------------------------|--------------|----------|
| | | | | |

23. Foreign Universities Visited for Academic Programme (Details may enclose)_____

24. Foreign Assignments (Details may enclose)_____

25. Academic / Administrative Positions held

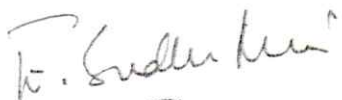

| S.No. | Designation | Institution | Period |
|-------|--|----------------------|--|
| 1 | Registrar | PS Telugu University | July 2016- Nov. 2017 |
| 2 | Dean (School of Social Sciences) | PS Telugu University | April 2012- April 2015, July 2019 – Feb 2021 |
| 3 | Dean (Academic Affairs) | PS Telugu University | August 2015 – Dec 2016 July 2019- Feb 2021 |
| 4 | Director (Centre for Distance Education) | PS Telugu University | April 2007 – March 2009 |
| 5 | Head(Journalism and Mass Communication) | PS Telugu University | Feb 2003-Jan 2006 Mar 2009- April 2012 April 2015 – Aug 2016 July 2019 – Feb 2021 |
| 6 | Director(International Telugu Centre) | PS Telugu University | March 2018-Feb 2021 |
| 7 | Covenor(University Research Committee) | PS Telugu University | Jan 2018-Feb 2021 |
| 8 | Dean (Students Welfare) | PS Telugu University | March 2011- Dec 2012 |
| 9 | Chairman(Students Grievances Cell) | | Feb 2010-Jan 2014 |
| | | | |
| | | | |
| | | | |


26. Any other Information _____


Date: 15/7/22

Place: Hyderabad


(SIGNATURE)


Head 

Forwarded

Dean


Director (Academic)