

PROFILE

Name: DR. SUNIL KUMAR POTHANA

Father Name: Sri Venkata Swamy

Designation: Assistant Professor (c)

Department: Journalism and Mass Communication

Faculty: Social Sciences

Date of Joining: 02-01-2014

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ACADEMIC QUALIFICATIONS

Doctor of Philosophy Ph.D. from Osmania University, Hyderabad

UGC - NET (National Eligibility Test for Lectureship / Assistant Professor)

Master of Communication and Journalism, Osmania University, Hyderabad.

Bachelor of Communication and Journalism from Kakatiya University, Warangal

Bachelor of Science (MPCS) from Kakatiya University Warangal

TEACHING EXPERIENCE

Worked as Part-time Lecturer, from March 2013 to December 2013. (2013-14 and 2014-15 AYs) in the Department of Mass Communication and Journalism, Kakatiya University, Warangal.

Working as Assistant Professor (c) in the Department of Journalism and Mass Communication (Department of Journalism and Mass Communication), Dr BRAOU, since January 2014.

Working as Academic Counsellor (Journalism), Study Centre: 023, Secunderabad. & Regional Coordination Centre of Dr BRAOU, New Govt. Degree College, Kairatabad, Hyderabad.

AREA OF SPECIALIZATION: Print Media, Public Relations, Advertising

RESEARCH ARTICLES

(1) “News coverage in print media on terrorism - Nature versus time spent in English and Telugu newspapers”, International Journal of Research Culture Society (IJRCS), ISSN (Online): 2456-6683, Volume - 9, Year – 2025. Impact Factor: 9.241

(2) “News coverage in audio visual media on terrorism - Time spent verses nature of coverage in TV and social media”, Journal: International Journal of Advanced Mass Communication and Journalism (IJAMCJ), E-ISSN: 2708-4469, Volume - 6(2), 2025. Impact Factor (RJIF): 6.51

(3) A Comparative Study of English and Telugu Newspapers Coverage on Internal Security in India, Volume 8, Issue 7 | ISSN: 2456-3315

(4) Media Framing Analysis of English and Telugu Newspapers Coverage on Internal Security in India, International Journal of Science and Research (IJSR) ISSN: 2319-7064 SJIF (2022): 7.942 Volume 12 Issue 7, 2023

SEMINARS/ WORKSHOPS PARTICIPATED

Six day Workshop on “Research Methodology” organized by CSTD, Dr BRAOU – 2016

Seven day Workshop on "Self Learning Material (SLM)” organized by CSTD, Dr BRAOU – 2017

Three day Workshop on “Professional Development Programme on Online Teaching, Learning and Assessment using Open Educational Resources, Education Technology Tools & Moodle MOOC platforms” – 2018, organized by GRADE, Dr BRAOU

Two day Trainging Programme (workshop) on “Translation from English to Telugu” organized by CSTD, Dr BRAOU – 2018

Three Day International Conference on “Equipping the with unequipped empowerment through knowledge, Technology and Skills” organized by Dr BRAOU and IDEA – 2018

Two day trainging programme (workshop) on “Translation from Telugu to English” organized by CSTD, Dr BRAOU – 2019

Two day National Seminar on “Media in Telangana: Past, Present and Future” organized by Department of Journalism and Mass Communication, Dr BRAOU. On 12 – 13 Nov, 2022

Two day National Seminar on “Future of Journalism in AI Era: Opportunities and Challenges” organized by Department of Journalism and Mass Communication, Dr BRAOU. On 17-18 Oct, 2025

CONTRIBUTION – ODL BOOKS

Prepared course material for UG and MA (Mass Communication and Public Relations) for Dr BRAOU.

Prepared course material for UG (Journalism) and M.A. (Journalism and Mass Communication) & Diploma in Digital Journalism for Dr BRAOU.

Prepared and presented Radio / Video lessons and Tele conferences for Dr BRAOU.

PROFESSIONAL EXPERIENCE

Worked as Reporter, and Sub-editor for a Telugu daily newspaper over 10 years.

(DR. SUNIL KUMAR POTHANA)