

RESUME



Dr. PADMA PONUGOTI

B. Sc (Bi. Mb. C), M. A (JMC) Ph. D (JMC)

UGC-NET- JUNE-2012,

PGDCA

Mobile: +91 8790341580

Email: padmaponugoti123@gmail.com

Objective

To become a successful Teaching professional by working with dedication and commitment in an esteemed organization where I can put my knowledge and enthusiasm for the growth of the organization and expand my potential to the maximum.

Academic Qualifications

1. **Ph. D (2018) in JMC** from Acharya Nagarjuna University, Guntur, Andhra Pradesh
2. **M.A(JMC) (2008-10)** from University College of Arts, Commerce & Law, Acharya Nagarjuna University, Guntur **First class With Distinction**
3. **B.Sc (Bi.Mb.C) (2007)** from Sri Chaitanya Degree College, Hanmakonda / Kakatiaya University, Warangal, Telangana
4. **Intermediate (2004)** from APSWRS Jr. College(G), Pedapavani, Prakasam (Dt), Andhra Pradesh, India
5. **SSC (2002)** from APSWR(G) School, Pedapavani, Prakasam (Dt), Andhra Pradesh, India /Secondary School Certificate, Andhra Pradesh, India

Extra Qualification

1. **PGDCA** from **Satyam Computer Education**, Directorate of Employment and Training, Govt. of Andhra Pradesh in 2008 Division A+

Teaching Experience:

- Taking classes for Post Graduate students of Department of Journalism and Mass communication, Acharya Nagarjuna University.
- Working as Assistant professor in the department of Journalism and Mass communication in Dr. B.R. Ambedkar University-Srikakulam, from 10th September 2018 to till date.

Achievements:

- Qualified **UGC NET Lectureship - June 2012** in the subject **Mass Communication and Journalism**
- Obtained the University **First Rank** in **M.A Journalism & Mass Communication**
- Selected for **RGNF 2012-13**

Administrative Experience:

- Working as a **Course Coordinator**, Dept of JMC, Dr. B.R. Ambedkar University, Srikakulam since 25th Nov 2021.
- Working as a **Deputy Warden**, University girls Hostels, Dr B. R. Ambedkar University, Srikakulam since 18th June 2021.
- Participated and member of Press and Media Committee in the 5th Andhra Pradesh Science Congress APSC-2019 held at Dr. B. R. Ambedkar University, Srikakulam during 28th to 30th November, 2019.
- Serving as Associate member in Board of Studies, Department of Journalism and Mass Communication, Dr B.R. Ambedkar University, Srikakulam since 2018-2019 till date

Journal publications / book chapter:

Journal Publications

1. **GLV Prasada Rao & Padma Ponugoti (2022). Social Responsibility of Media in Andhra Pradesh on Present Society**, International Journal of Science and Research, *Vol. 11, Issue 06, June 2022 ISSN: 2319-7064, SJIF: 7. 942.*
2. **Padma Ponugoti & J. Madhu Babu (2021). A Study on Media Coverage of Domestic violence over working during COVID-19: A Survey Analysis**, Turkish Online Journal of Quality Inquiry (TOJQI), *Vol. 12, Issue 06, June 2021 ISSN: 5658-5677.*
3. **Padma Ponugoti (2020). Media Coverage of Mental Health Problems among Students during COVID-19 Pandemic: A Study**, *International Journal of Psychosocial Rehabilitation, Vol. 24, Issue 05, 2020 ISSN: 1475-7192.*

4. **Padma Ponugoti and Ramudu Mylapalli (2020). Role of social media for library users during COVID-19: A Study**, *Journal of Critical Reviews Vol.07, Issue: 03, 2020. ISSN: 2394-5125.*
5. **Padma Ponugoti (2018). A Study on Titli Cyclone in Srikakulam District, Andhra Pradesh**, *Journal of Critical Reviews Vol.05, Issue:06, 2018. ISSN: 2394-5125.*
6. **Madhu Babu Jangili and Padma Ponugoti (2017). News Coverage of Public Protest against SEZ's in Indian Newspapers: A Content Analysis**. *Research World Journal of Arts, Science & Commerce. Vol.-VIII, Issue – 2(6), April 2017. ISSN 2231-4172.*
7. **Madhu Babu Jangili and Padma Ponugoti (2016). News Coverage of Public Protest against to Bauxite Mining: A Content Analysis of Indian Dailies**. *International Research Journal of Social Sciences. ISSN 2319–3565. Vol. 5(12), December 2016.*
8. **Madhu Babu Jangili and Padma Ponugoti (2016). Indian Newspapers and Environmental Protests: A Content Analysis**. *IRA-International Journal of Management & Social Sciences (ISSN 2455-2267), 5(2), 301-317.*

Book Chapter

1. **Padma Ponugoti (2021) “Mahatma Gandhi’s Contribution to Indian Journalism”** in edit volume of “Relevance of Gandhian Philosophy in the Contemporary Society” by Prudhvi Publishers, VSP with ISBN: 978-81-950650-9-7(2021). Page no: 284-292).
2. **Padma Ponugoti (2021) “Role of Mass Media in Rural Development”** Rural Development in India Issues and Challenges. Pages 296-305. Asta Publishers & Distributers. ISBN:978-85330-39-1
3. J. Madhu Babu and **Padma Ponugoti (2018) “Usage of Social Media Networking Sites among Girl Students: A Survey in Vijayawada”** Women in Higher Education in India: Perspectives and Challenges. Pages 128-142. *Cambridge Scholar Publishing*. ISBN: 978-1-5275-0854-5
4. J. Madhu Babu and **Padma Ponugoti. (2017). “Corporate Social Responsibility by Media few Case Studies”** GSCST-2017 Dr. D. B. Rantnakar IMRF International Publishing House. 978-93-86435-04-0
5. J. Madhu Babu, Shaik Mumtaj and **Padma Ponugoti. (2016). “Coverage of Land Pooling in Andhra Pradesh: a Content Analysis of Telugu Dailies”**, *Media and Communication for Development*, page 341-358, Dominant publishers, New Delhi, ISBN: 978-93-84161-54-5.
6. J. Madhu Babu, K.M.M. Krishna and **Padma Ponugoti. (2016). “Use of Tablets by Women Panchayat Secretaries: A Survey Analysis”**, *ICT and Women Empowerment*, page 28-43, Sonali Publications, New Delhi, ISBN: 978-81-8411-570-3.
7. J. Madhu Babu, **Padma Ponugoti** and N. Nageswara Rao. (2015). **“Content Analysis of Agricultural News Covered in Telugu Dailies”**. *Agricultural Innovations and Mass Media*, page 86-92, Kanishka Publications, New Delhi.

Conferences / Seminar paper Presentation:

CONFERENCE PAPERS:

International Conferences

1. Participated on Water, Sanitation & Hygiene-2019 (WASH-2019), organised by the Department of Bio-technology, social work, Organic Chemistry and HSS & Basic Science of Dr. B. R. Ambedkar University Srikakulam, on 23rd and 24th Feb 2019.
2. Participated and presented a paper on “**Corporate Social Responsibility by Media few Case Studies**” Global Summit on Corporate Social Responsibility, Department of Commerce and Business Administration, Acharya Nagarjuna University, Guntur, Andhra Pradesh during 29-31 March, 2017.
3. Participated and presented a paper on “**Use of Tablets by Women Panchayat Secretaries: A Survey Analysis**” in UGC-SAP two-day International Conference on “*Gender and ICT: Opportunities and Challenges*” held during 24th & 25th February 2016, organised by the Department of Communication and Journalism, Sri Padmavati Mahila Visvavidyalam, Tirupati, Chittoor District, Andhra Pradesh, India.

National Conferences

1. Participated and presented a paper on **Dr. Babasaheb Ramji Ambedkar’s vision on women Education in India** in the three -Day National Conference on “*Dr. B.R. Ambedkar & Ideological Journalism*” organised by the Department of Journalism and Mass Communication, Telangana University, Nizambad, TS. In collaboration with the ICSSR-SRC, RUSA, TSCHE and Media Academy of Telangana from 29th to 31st January 2020.
2. Participated and presented a paper on “**Usage of Social Media Networking Sites among Girl Students: a Survey in Vijayawada**” in the Two-Day National Conference on “*Women in Higher Education: Perspective and Challenges in Digital Era (WHE-2016)*” under TEQIP, organised by the Department of Mathematics and Humanities & Social Sciences, National Institute of Technology Warangal, during 30-31st May, 2016.

SEMINAR PAPERS:

1. Presented a paper entitled “**News Coverage of Public Protests against SEZs: a Content Analysis Four Indian Dailies**” in the National Seminar on “**Environmental Protection and Law: Retrospect and Prospect**” organized by P.G. Department of Legal Studies & Research, Acharya Nagarjuna University, on March 25th & 26th, 2017.
2. Presented a paper entitled “**Corporate Social Responsibility and Branding**” in the Two-Day Joint Seminar on ‘*Corporate Governance – Emerging Issues*’ organized by Department of International Business Studies, Acharya Nagarjuna University & Board of Studies, Institute of Chartered Accountants of India on 15-16 July, 2015.

3. Presented a paper on “**Gandhian Journalism to Gossip Journalism: A Trend Analysis**” in the Two-day National Seminar on ‘*Gandhi, Ethics and Journalism*’ organised by the Gandhian Studies Centre, Andhra University, Visakhapatnam on 20th & 21st March 2015.
4. Presented a paper on “**RTI role in Rural Development: An Analysis**” in the UGC Sponsored National Seminar on ‘*Right to Information Act-Issues, Impact & Implementation*’ organised by the Department of Journalism and Communication, Yogi Vemana University, Kadapa, Andhra Pradesh 11th & 12th March 2014
5. Presented a paper on “**Content Analysis of Agricultural News Covered in Telugu Dailies**” in the UGC-National Seminar on ‘*Agricultural Innovations and Mass Media Approaches*’ organised by the Department of Journalism and Mass Communication, Acharya Nagarjuna University, Guntur, Andhra Pradesh 29th -30th November 2013.

WORKSHOPS / SEMINARS PARTICIPATION:

Workshops:

1. Participated in the National Workshop on “**Assessment & Accreditation of HEI’s & Colleges**” organized by the Internal Quality Assurance Cell (IQAC) of Dr. B. R. Ambedkar University –Srikakulam Andhra Pradesh in association with National Assessment and Accreditation Council (NAAC) Bangalore on 3rd of Feb 2020.
2. Participated in One day Capacity Building Training Program on “**Drug Abuse Prevention**” organized by Department of Social Work, Dr. B. R. Ambedkar University Srikakulam Supported by National Institute of Social Defence, Ministry of Social Justice & Empowerment, and New Delhi on 23rd January 2020.
3. Participated in one day workshop on “**for whom the Media Reports? -Media and Social Responsibilities**” Jointly organised by Directorate of Field Publicity, Government of India and Department of Journalism and Mass Communication on 10th April 2017
4. Participated in a UGC sponsored two-day National Workshop on “**Advertising and Newspaper Production Techniques**” organised by Department of Journalism and Mass Communication on 24th and 25th March, 2017 at Acharya Nagarjuna University.
5. Participated in “**National Women’s Parliament**” organised by Legislative Assembly, Andhra Pradesh at Pavitrasangam, Amaravathiduring February 10 – 12, 2017.
6. Participated in a UGC sponsored one day National Workshop on “**Integral Economic Thought – Humanism**” organised by Department of Economics, Journalism & Sociology, S.R.R. & C.V.R. Govt. Degree College, Vijayawada on 14th July 2016.

7. Participated in the two-day workshop on “**Research Methodology and Data Analysis – SPSS**” held on 4th and 5th July 2016 at Diechman Auditorium, Acharya Nagarjuna University, and Guntur.
8. Participated in the National Workshop on “**The Art of Publishing, Writing Thesis and Project Proposal**” organised by the Central Library jointly with R&D and Academic Staff College, KL University on 23rd April, 2016.
9. Attended a One-day workshop on “**Entrepreneurship Development**” organised by the Department of Tourism Management in association with National Small Industries Corporation Ltd, at Acharya Nagarjuna University on 27th April 2015,
10. Attended the Six Day Workshop on “**Research Methodology Course in Social Science for SC/ST Ph. D Research Scholars**” organized by **Indian Council of Social Science Research**, Southern Regional Centre, Hyderabad in collaboration with the Centre for HRD, Acharya Nagarjuna University during 3rd to 8th December 2013.

Seminars:

1. Participated in the two days National Seminar on “**Privatization of Secondary Education in India: Issues and Challenges**” organized by Department of Education, Dr. B. R. Ambedkar University – Srikakulam & Indian Council of Social Science Research, New Delhi on 20th and 21st December 2019.
2. Participated in the two-day National Seminar on “**Environmental Protection and Law: Retrospect and Prospect**” organized by P.G. Department of Legal Studies & Research, Acharya Nagarjuna University, on March 25th & 26th, 2017.
3. Participated in the Two-Day Joint Seminar on ‘**Corporate Governance – Emerging Issues**’ organized by Department of *International Business Studies*, Acharya Nagarjuna University & Board of Studies, *Institute of Chartered Accountants of India* on 15-16 July, 2015.
4. Participated the Two-day National Seminar on ‘**Gandhi, Ethics and Journalism**’ organised by the *Gandhian Studies Centre, Andhra University, Visakhapatnam* on 20th & 21st March 2015.
5. Participated in the National Seminar on “**Right to Information Act – Issues, Impact & Implementation**” organized by the *Department of Journalism and Communication, Yogi Vemana University, Kadapa, Andhra Pradesh* on 11-12 March, 2014.
6. Participated in National Seminar on “**The Changing Dimensions of Public Relations**” organised by the *Department of Journalism and Mass Communication, Acharya Nagarjuna University* held on 3rd-4th March, 2014.
7. Participated in UGC Sponsored National Seminar on “**The Status of Tribal Women in India- Issues, Challenges and Strategies for Empowerment**” organised by *Department of Sociology and Social Work, Acharya Nagarjuna University* held on 7th -8th February, 2014.

8. Participated in the UGC-National Seminar on '**Agricultural Innovations and Mass Media Approaches**' organised by *the Department of Journalism and Mass Communication, Acharya Nagarjuna University, Guntur, Andhra Pradesh* 29th - 30th November, 2013.
9. Participated National Seminar on "**Government Policies and Programmes: The Development of the Weaker Sections in Andhra Pradesh**" organised by *Centre for Dr. Ambedkar Chair, Acharya Nagarjuna University* on 27th -28th February 2009.

FDP PROGRAMS

(Off line)

1. **Padma Ponugoti** (2019), participated in one -week Faculty Development Programme for women faculty in University College of Higher Education on "**Current Trends in Teaching Methods and Strategies in Higher Education (CTTMSHE-2019)**" organized by the Teaching Centre National Institute of Technology, Warangal, during 28th to 2nd Feb, 2019.
2. **Padma Ponugoti** (2019) participated in the "7-Day Faculty Development Programme on "**Rural Community Engagement**" organized by Mahatma Gandhi National Council of Rural Education, Hyderabad in collaboration with Dr. B.R. Ambedkar University- Srikakulam during 21.01.2019 to 27.012019.

Extra-Curricular Activities:

- Collecting Different Indian Languages News Papers.
- Writing small stories.

(Online FDP's)

International FDP

S.NO	Date	Topic	Organized by
1	30.05.2020	Impact of Covid -19 on Education System	Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, MS, India and Computer Society of India, Wikimedia India and IETE
2	August 10 -11, 2021	WJEC-IIMC-UNESCO Roundtable 2021	Indian Institute of Mass Communication (IIMC), New Delhi.
3	15 th & 16 th November, 2021	Media Education and National Education Policy-2020: A Trans-Disciplinary Global Perspective	Dept. of Mass Communication, Rajiv Gandhi (Central) University, Doimukh, Arunachal Pradesh, India in collaboration with Dept. Communication, University of Hyd, University School of Mass Communication GGSIP University New Delhi, Dept. of Mass Communication , Manipur University Imphal and Dept. of Journalism and Mass Communication , Tripura University , Agarthla, India
4	23 November - 31 December 2021 (30days)	International Online Workshop on Academic Writing and Communication Skills, Research Methodology, Reference Management, and Academic Publishing conducted from	Mahatma Gandhi University Library, Kottayam & Lore & ed Research
5	16rd December to 27th December, 2021	the “International Training on fundamentals and advanced Application of SPSS for Quantitative Research Design” (SPSS-Q -2021)	Eudoxia Research University, USA and Eudoxia Research Centre, India

National FDP

S. No	Date	Topic	Organized by
1	11-15, May 2020	Experimental Learning Methodology- Gandhiji's Naitaliam	Faculty Development Centre of Mahatma Gandhi National Council of Rural Development and Pandit Madan Mohan Malaviya National Mission on Teachers and Training
2	11 -18, May 2020	Role of Teachers in Quality Enhancement and Accreditation	IQAC, Kristu Jayanti College, Bengaluru
3	20 to 22 May, 2020	Qualitative and Quantitative Research Analysis	Department of Psychology, Kristu Jayanti College (Autonomous), Bengaluru
4	May 11, 2020 to May 18, 2020	"Role of Teachers in Quality Enhancement and Accreditation"	the IQAC, Kristu Jayanti College (Autonomous), Bengaluru
5	20/05/2020 to 25/05/2020	"Research Methodology"	Department of Mechanical Engineering, Rajgad Dnyanpeeth's Shri Chhatrapati Shivajiraje College of Engineering, Pune
6	26th -30th May 2020	'Moodle Learning Management System'	KJ. Somaiya Institute of Engineering and Information Technology in association with Spoken Tutorial Project, IIT Bombay
7	01.06.2020 to 05.06.2020.	"Tools and techniques for Teacher in post Covid-19 Scenario"	Young Researchers Forum, Mumbai, Maharashtra, India in association with Department of Social Work, Dr. B. R Ambedkar University, Srikakulam.

8	8 -15, June 2020	“Gender and Development”	BECH-RUSA 2.0 & Department of Women,Studies, Bharathidasan University.
9	16-29, June 2020	“Engendering Research with Feminist Research Methods”	Department of Women’s Studies,Bharathidasan University, Tiruchirappalli -23
10	17-23 June 2020	“Leadership Excellence”	Dept. of Corporative Secretary ship and Information System Management in Collaboration with Guru Coaching & Consulting LLC, Qatar
11	25-06-2020 to 14-07-2020	“Role of Academia in Sustainable Development”	Dr. B. R. Ambedkar University, Srikakulam
12	5-6, August 2020.	“COVID-19 Pandemic: Its impact on Sustainable Rural Development in India”	Department of Rural Development, Dr. B. R. Ambedkar University, Srikakulam
13	27- 31, July 2021	“Transforming a Teaching Faculty to a Facilitator and Mentor”	JAIN (Deemed-to-be University), Sheshadri Road Campus, Bengaluru
14	30-07-2021 To 08-08-2021	‘Recent Trends in Education, Technology & Management’	Milagres College, Kallianpur & GFGC Kavour, Mangalore
15	2-6 Aug 2021	“Research Methodology”	Dr. D Y Patil School of Management & Dr. D Y Patil School of MCA
16	6 th -24 th August 2022.	12-days National Online Workshop on “Trending in Book and Journal Publishing”	organized by Aechoshop kavukattu central library, Assumption College (Autonomous) Changanacherry and the Research and postgraduate Department of Economics, Bishop Kurialacerry College for Women, Amalagiri, Kottayam, Kerala in association with Lore & Ed Research Associates, Kottayam