

BRIEF PROFILE

Dr. K. Anitha is a seasoned academician, accomplished researcher, and media professional with over 20 years of expertise in Mass Communication and Journalism. Renowned for her leadership and innovative teaching methods, she has made significant contributions to academia, research, and media, earning national recognition and accolades for her work.

Professional Expertise

Dr. Anitha has held leadership positions in reputed institutions, where she successfully developed and implemented comprehensive academic programs.

Her prior tenure was at **St. Francis College for Women, Hyderabad, St.Mary's College Yusufguda, Villa Marie College, Somajiguda, Government College for Women, Begumpet**, spanning 20 years of teaching experience, was marked by remarkable achievements, including pioneering the department magazine, organizing film festivals, and introducing innovative skill-based certificate courses.

Academic Credentials

- **Ph.D. in Mass Communication and Journalism** – Osmania University, Hyderabad.
- **M.Phil. in Mass Communication and Journalism** – Osmania University, Hyderabad.
- **MCJ (Master of Communication and Journalism)** – Osmania University, Hyderabad.
- **BCJ (Bachelors of Communication and Journalism)** – Osmania University
- **SET qualified in 2013**

Media Contributions

Dr. Anitha's media journey includes roles such as Ad Copywriter, Script Writer, and Assistant Director at **ETV, Sakhi Prograame (Usha Kiran TV)**, as well as Trainee Reporter and Sub-Editor at **Vissa Television Network**. She has also directed two impactful short films, **“QUANDA”** (2011) and **“Sashi”** (2015).

She frequently appears on Telugu news channels like **TV9, 10TV**, and **ABN Andhra Jyothi** as a media analyst and expert panellist, discussing pressing topics in journalism and mass communication. Manages **four YouTube** channels of her own.

Achievements and Recognition

- **PRSI Hyderabad Chapter's First Women Wing Convenor.**
- Recipient of the **Women Leadership Award 2022** by **Glantor X, Bengaluru.**
- Honored with the **Adarsh Vidya Saraswati Rashtriya Puraskar (2017)** for excellence in teaching.
- **Best Teacher Award** recipient from **PRSI Hyderabad Chapter (2015)** and **Red Cross Society of India (2016).**
- Awarded the **Rajiv Gandhi National Fellowship** for her M.Phil. research.

Key Contributions

- Authored **13 research papers** published in UGC-approved journals. Published **3 text books** with ISBN Number.
- Editorial Board Member for leading journals, including **OMICS Publishing Group** and **ARC Publications Pvt. Ltd.**
- Board of Studies Member for prestigious institutions like Dr. B.R. Ambedkar Open University.
- Organized seminars and workshops on emerging trends in Mass Communication.