

Dr. Kaluvoya Anitha

H.No: 102, II Floor, Plot No: 9 & 10, BMR Residency,
Srinivas Colony, Near Pranith Happy Homes, JNTU, Kukatpally-500072
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Professional Summary

Associate Professor with 20 years of experience in Mass Communications and Journalism, specializing in content creation, photography, filmmaking, ad making, and research advisory. Proven ability to drive engagement and increase revenue through innovative activities. Currently seeking opportunities to leverage my expertise in contributing to the success of forward-thinking organizations.

Key Skills

- Communications and Journalism
 - Ad Making
 - Digital Journalism
 - Photography
 - Video Editing (FCP)
 - Content Writing
 - Short Film/Documentary Making
 - YouTube Channels Creation and Maintenance (Currently managing two channels)
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Professional Experience

Associate Professor and Head of the Department

Lakhotia College of Design, Banjara Hills
March 2024 – December 2024

- Developed comprehensive syllabi for BA and MA in Mass Communication and Journalism, as well as a Diploma in Mass Communication and Journalism.
- Secured affiliation with BEST Innovation University for the Mass Communication course.
- Managed the college's publicity through mainstream media, including TV channel discussions on V6 NEWS.

Research Guide, Mass Communication and Journalism

BEST Innovation University, Ananthapur

June 2020 – Present

- Guiding three students in Mass Communication and Journalism for their research projects.

Assistant Professor and Head of the Department

St. Francis College for Women, Begumpet

June 2012 – March 2024

- Served as Head of the Department, Public Relations Officer, and IQAC Criteria 4 Head for 12 years.
- Structured the syllabus, organized film festivals, and taught certificate courses in photography and ad film making.

Lecturer

Villa Marie College for Women, Somajiguda

June 2011 – April 2012

Head, Lecturer, and Placement Officer

St. Mary's College, Yousufguda

June 2011 – April 2012

Lecturer

Govt College for Women, Begumpet

August 2006 – May 2007

Ad Copywriting, Script Writer, Assistant Direction, and Researcher

ETV (Usha Kiran TV)

2005 – 2006

Trainee Reporter and Sub-Editor

Vissa Television Network

2003 – 2005

Education

Ph.D. in Mass Communication and Journalism

Osmania University, Hyderabad, Telangana.

2011 – 2014

M.Phil. in Mass Communication and Journalism

Osmania University, Hyderabad, Telangana.

2007 – 2011

MCJ, Master in Communication in Journalism

Osmania University, Hyderabad, Telangana.
2003 – 2004

BCJ, Bachelors in Communication in Journalism

Osmania University, Hyderabad, Telangana.
2002 – 2003

B.A. Journalism

Govt. College for Women, Begumpet, Hyderabad, Telangana.
1992-2002

Intermediate

Rishi Junior College, JNTU, Hyderabad , Telangana.
1997-1999

SSC

Pratibha VNH School, Kukatpally, Hyderabad, Telangana.
1995-1996

Achievements

- Dr.K.Anitha is PRSI Hyderabad Chapter Women Wing Convener.
- Received “**Women Leadership Award 2022**” from GLANTOR X , BAGALURU.
- Dr.K.Anitha has received **National award** for excellence in teaching “**Adarsh Vidya Saraswati Rashtriya Puraskar**” from Glacier journal Research foundation of Global Management Council, AHMEDABAD, GUJARAT, in June 2017
- Best Teacher Award received in 2015 from P.R.S.I Hyderabad Charter.
- Best Teacher Award received in 2016 from Red Cross Society of India
- She is a Board of Studies member for Osmania University (Dept. of Journalism), Dr. B.R Ambedkar Open University and Bhavans College, Secunderabad; and, is the Editorial Board member for Journal of Mass Communication & Journalism, OMICS Publishing Group and for International Journal of Media, Journalism; Mass Communication, ARC Publications Pvt. Ltd, and for RJMCIT, IIARD Publishing Company, Nigeria
- Was awarded **Rajiv Gandhi National Fellowship (RGNF)** for two years during M.Phil. in 2007
- Organized two days National Seminar at St.Mary’s College in collaboration with Bangalore College for Women in 2008.
- Directed a two short films “QUANDA” now&then in 2011, “Sashi” in 2015
- Pioneered Department magazine “**The 4th Estate**” at St. Francis College, Begumpet in 2012.
- Held the responsibility as Joint secretary of Academic Council of St. Francis College for Women during the year 2017-18 & 2018-19.

Social Media and Mainstream Media Presence

- Dr.Anitha gave two tele lessons for Dr.BR Ambedkar Open University students which were telecast in DD Yadgiri in 2018 & 2019 link:<https://www.youtube.com/watch?v=olpXvey4zjc>
<https://www.youtube.com/watch?v=yK2OnUsDsaM>

Dr.Anitha panel discussion expert to **TV9 and ABN news**, Hyderabad.

Links: <https://www.youtube.com/watch?v=9DjoCLPs5BI> (TV 9 Discussion)

- <https://www.youtube.com/watch?v=LXCruYJDSik> (PMC English Channel)
- <https://youtu.be/kMjBHNMMb8w> (I news Channel)
- <https://youtu.be/UBHkNExTmVk> (ABN News Channel)
- <https://youtu.be/37OAcEwZsUg> (Aadhan)
- <https://www.youtube.com/watch?v=bymxs66XKaA> (99 TV)
- <https://www.youtube.com/watch?v=qbEmYqHSNHw> (Suman TV)
- Independent short film maker: <https://www.youtube.com/watch?v=O-N8N2HnSgs>
- Dept of Mass Communication initiatives under my headship
<https://www.facebook.com/francismasscomm/videos/723047344463197>
- SFC Film Fest organized : <https://www.youtube.com/watch?v=14u-dr5RbKY>
- Radio Jockey Course <https://www.youtube.com/watch?v=uN3v3cgc9fc>

Seminars/Conferences/Workshops Attended

1. Presented a paper and the paper is also accepted for publication at International Conference held at MAULANA AZAD NATIONAL URDU UNIVERSITY, Hyderabad in 2015, **“Portrayal of Minorities in Telugu Soap operas: An analysis on content and Characterisation”**
2. Presented paper at **National Seminar on “Public Institutions in India: Governance and Governability held at Andhra Mahila Sabha Arts and Science college for Women, OU campus Hyderabad** on “Public Health and Government Role” conducted by Department of Public Administration in collaboration with Indian Public Administration Association in March 2016. Paper is accepted for publication.
3. Presented a paper in ALL INDIA CONFERENCE ON REGIONAL LANGUAGES held at Jalandhar (Punjab) on **“Representations of Women’s Language in Telugu soap opera”** in December 2015.
4. Presented a Paper on “Portrayal of Women in Telugu Soap Operas” in Two day National Conference on “ Women Empowerment, Skill Enhancement and Media: Prospects and Challenges” on 22nd-23rd April 2016 organised by Vivekananda School of Journalism & Mass Communication at Vivekananda Institute of Professional Studies. This paper was published.
5. Served as Peer Reviewer to one of the entries of the **Southeast Asian Interdisciplinary Research Journal Volume:2 No.1, of Research and Publication Department of Brokenshire College, Davao City, Philippines.**
6. Was panel expert for NAAC Sponsored Two Day National level conference on **“ Developing a culture of Quality: “Implementing & Sustaining A pproaches to Q uality in Higher Education”** organized by St.Francis College for Women,IQAC Cell on 3rd & 4th March 2017.
7. Participated in Two-day National Conference on 'Gender identity and changing news paradigms' wrote and presented a paper on **“Role of Media in Gender Senitization”** held at Krishtu Jayanthi College, Bangaluru on 19th and 20th February 2019

8. Participated in one day seminar on ‘Outcome Based Education ‘ on 15th February 2019 organized by IQAC, St.Francis College for Women.
9. Participated in One day Nation Seminar on ‘**Intellectual Property Rights-Opportunities and Challenges for Higher Education Institutions**’ organized by St. Francis College for Women, Hyderabad on 9th March, 2019.
10. Participated in One day Nation Seminar on ‘**Relevance of Social Sciences at the age of Technology**’ organized by Art& Social Sciences Dept of St. Francis College for Women, Hyderabad on 29th November, 2019.
11. Participated in One-day webinar on *National Educational Policy(NEP) 2020, reforms in higher education* organized by IQAC St.Francis College for women Begumpet on 30th March 2021.
12. Participated in 5-Day workshop on *Learning Statistics and Data Analysis Using MS Excel* held on 7-11-June 2021, Organized by Simple Statistics Solution and Training Provider, Tirunelveli, Tamilnadu India.
13. Participated in 5-Day workshop on *Learning Statistics and Data Analysis Using SPSS* held on 14-18-June 2021, Organized by Simple Statistics Solution and Training Provider, Tirunelveli, Tamilnadu India.
14. Presented a Paper on “ **A survey on the Effectiveness of innovative teaching learning methods adopted by Academicians**” in an **International conference on Best Innovative Teaching Strategies** organized by **BITS Pilani campus**, held on 29-31 July 2021.

UGC Approved Paper Publications

1. Published a paper on “ **Perceptions and Preferences of Young Readers on Economic News Articles (A Study on Hyderabad Youth)**”, in *Dogo Rangsang Research Journal*, June 2022, ISSN 2347-7180, Vol-XIV, Issue V Page 118.
2. Paper on “**Role of Social Media in Gender Sensitization among Teenagers of Hyderabad**”, in *ANVESAK UGC Care Group Journal*, July -Dec 2022, ISSN: 0378-4568, Vol.52, No.02.
3. “**Digital India-Cash to Cashless Economy- A Study of Consumer’s Perceptions**”, *Turkish online Journal of Qualitative Inquiry (TOJQI)*, July 2021, E-ISSN:1309-6591, Scopus Indexed ID :21101019739, Volume 12, Issue 7.
4. “**Economic News and Professionalism: Challenges faced by Media Professionals**”, published in *KALA Journal of Indian Art History Congress*, March 2022, ISSN: 0975-7945, Volume-28, Pg. No:7
5. **A Survey on the Effectiveness of Innovative Teaching-Learning Methods Adopted by Academicians**, Published in *Shodh Saritha Journal of Arts and Humanities and Social Sciences* UGC Approved, October – December 2020, ISSN- 2348-2397, Vol:7, Issue 28, Govt of India RNI. NO. UPBIL/2014/56766.
6. “ **Consumer Satisfaction on Nestle India Products after Controversial Comeback**”, published in *Shodh Sanchar Bulletin Approved UGC CARE*, July-September 2020 ISSN- 2229-3620 Volume 10, Issue 39.
7. **Use and Impact of Smartphones among youth: Digital India in Reality**, published in *Turkish online Journal of Qualitative Inquiry (TOJQI)*, January 2022, E-ISSN:1309-6591, Scopus Indexed ID :21101019739, Vol 13 Issue : 1, Pg No.1887-1892.

8. **Challenges and Economic hurdles in Digital Age: A Study of Salar Jung Museum, India**, Boletin de Literatura Oral - The Literary Journal, January 2024,ISSN: 2173-0695, Vol 11 No 1, Page No: 113-119.
9. **CREATIVITY AND INNOVATION IN JOURNALISM: A SHIFT FROM TRADITIONAL TO DIGITAL**, Journal of Research Administration, 4th February 2024 ISSN:1539-1590 | E-ISSN:2573-7104 , Vol 6 No.1 Page No: 2796.
10. **A Survey on the progress of E-Governance in Telangana**, **Journal of Research Administration**, 4th February 2024, ISSN:1539-1590 | E-ISSN:2573-7104 , Vol 6 No.1, Page No:2803.
11. **USE OF DIGITAL MEDIA TECHNOLOGIES IN THE DESIGN OF MUSEUM EXHIBITIONS: A CASE STUDY ON SALARJUNG MUSEUM**, Arthshastra, Indian Journal of Economics and Research,UGC CARE Approved, Group I, Peer Reviewed, July-September : 2024,ISSN 2278-1811 with Impact Factor=6.718, No.02, Vol. 13, Issue 3.
12. **THE POWER OF PERCEPTION: HOW CSR COMMUNICATION SHAPES PUBLIC IMAGE AND BRAND**, Arthshastra, Indian Journal of Economics and Research, UGC CARE Approved, Group I, Peer Reviewed,September : 2024, ISSN 2278-1811 with Impact Factor=6.718, No.02, Vol. 13, Issue 3.
13. **“NAVIGATING THE DIGITAL DELUGE: BEST PRACTICES FOR CRISIS COMMUNICATION IN THE AGE OF SOCIAL MEDIA”**, Arthshastra, Indian Journal of Economics and Research, UGC CARE Approved, Group I, Peer Reviewed,September : 2024, ISSN 2278-1811 with Impact Factor=6.718, No.02, Vol. 13, Issue 3.

Paper Publications

1. Published a research paper on **‘Socio, Economic and Cultural Impact of Soap Operas on Home Makers (A Study in Andhra Pradesh)’** in an open access journal called **Journal of Mass Communication and Journalism**, in 2014, Volume 4 • Issue 4 • 1000189 ISSN: 2165-7912 JMCJ, OMICS Publishing Group
2. Published a paper in **INTER FACE (Half-yearly Research Journal)** brought by the Dept. of Communication and Journalism (Centre for Advanced Study) University college of Arts and Social Science OU Hyderabad on **“Role of social Media in General elections of Telangana and Andhra Pradesh”** in July 2015, Vol 33. No.1 ISSN 2231-0274.
3. A paper on **“Who owns media content owners or Viewers? A study on Telugu soap operas”** has been publication in Bi-Annual Peer Reviewed International Journal
4. of Dept.of Convergent Journalism , Central University of Kashmir Srinagar , Jammu & Kashmir with ISSN:2319-605X, Vol.3,No.2.
5. A research paper on **“Media and Legal awareness among Women in Telangana”** has been published in “Communication Today” a research journal published from Rajasthan. ISSN No: 0975-217X, vol.18, **no.1 March 2016**

6. Published a research paper on ‘**Portrayal of Minorities in Telugu soap operas: A Analysis of culture ad characterization)**’ in an open access journal called **Journal of Mass Communication and Journalism**, in August 2016, Volume 6 • Issue 3 • 1000307 ISSN: 2165-7912 JMCJ, OMICS Publishing Group.
7. A research paper on “**Rate the Ratings**” has been published in “Online International Interdisciplinary Research Journal,(Bi-Monthly)” . ISSN No: 2249-9598, Vol.VI, **Issue-V September- October 2016**.
8. Dr.K.Anitha, wrote a paper on “**Representation of Women’s Language In Telugu Soap Operas**” was published in Research Journal of Mass Communication and information Technology” international peer-reviewed journal published by **International institute of Academic Research and Development(IARD)**, ISSN 2545-529X, Vol.2o.3 October 2016.
9. Dr.K.Anitha, has published a paper on "**Portrayal of Women in Telugu Soap operas**" in the publication of the proceedings of the National Conference on "**Women Empowerment, Skill Enhancement & Media : Prospects & Challenges** " held on 22nd and 23rd April, 2016, organized by Vivekananda School of Journalism & Mass Communication, Vivekananda Institute of Professional Studies (Affiliated to GGSIP University), New Delhi is out. The ISBN No. for the same is 978-93-80570-26-6. It is published by Global Book Organization, New Delhi
10. Dr.K.Anitha, has published a paper as main author of research paper on “**The Use of Mass Media & Science and Technology for Sustainable development**” **Paper Presented in St. Joseph’s Degree & PG College during the National Conference On “The Role of Science and Technology for Sustainable Development” on 9 February, 2018. Paper Published in The International Journal of Computer & Mathematical Sciences, IJCMS. [ISSN 2347 – 8527], Vol-07, Issue 2, Feb 2018.**
11. Dr.K.Anitha, has published a paper as main author of research paper on “**A Study on the Effects of the Film Piracy Among Youth in Hyderabad : A Study In Telangana**” in Online International Interdisciplinary Research Journal, {Bi-Monthly}, ISSN 2249-9598, Volume-09, Sept 2019 Special Issue.
12. Dr.K.Anitha, has published a paper as main author of research paper on “**IMPACT OF YOUTUBE SHORT FILMS AMONG YOUTH OF HYDERABAD**” International
13. Journal of Research in Economics and Social Sciences (IJRESS) Vol. 9 Issue 6, June – 2019, ISSN(o): 2249-7382 ,Impact Factor: 6.939 (UGC-APPROVED)
14. Dr.K.Anitha, has published a paper as main author of research paper on “**Comparative Content Analysis on the Coverage of Women Politicians in Tow Dailies: DC and ToI (A study in Telanagana)**” in Online International Interdisciplinary Research Journal (Oirj) ISSN 2249-9598, volume-10, July 2020 Special Issue.

Book Publications

1. 2016

"Portrayal of Women in Telugu Soap operas"

Proceedings book of the National Conference on "**Women Empowerment, Skill Enhancement & Media : Prospects & Challenges** "

Global Book Organization, New Delhi, 978-93-80570-26-6.

2. **2017**
"Television serials & Women: Values, Perceptions & Problems

Publisher Global Book Organisation, New Delhi
ISBN No: 978-93-83837-35-9
3. **2024**
" Media Literacy Digital and Broadcast Journalism"
Global Book Organisation, New Delhi
978-93-94473-04-1
4. **2024**
"Research Studies: Influence of Media on Women , youth and Society"
Phoenix Academic and Research Consultancy, Mumbai.
978-93-94272-58-3
5. **2024**
"The NEW2020 BLUEPRINT: BUILDING a KNOWLEDGE BASED SOCIETY" –
Wrote chapter in this book – Higher Education Reforms: A focus on Multidisciplinary,
Research And Skill Development in Relation to NEP 2020. Pg. No: 54-61
9789394272743

Distance Education Course Material - Dr.B.R. Ambedkar Open University

1. Dr.K. Anitha is the author for course material of UG & PG level CBCS Courses wrote **14 units** for papers:
 - a. **Intro to Communication and Journalism(Unit5 &6- Nature and Concept of Mass Communication and Mass Media and Society -2017),**
 - b. **Electronic Media Production(PG 2 units-2017),**
 - c. **Print Media(3 units-2018),**
 - d. **Editing for Media(PG one unit 2018),**
 - e. **Broadcast News Editing(one unit 2019), ,**
 - f. **Broadcast Media(2 units-2019)**
 - g. **Digital Journalism(2 units-2019)**
2. written 4 units (8 lessons) for the Radio Production Subject of **BAJMC course IKG-Punjab Technical University in 2017.**

Editorial Board member & BoS member of:

- Dr.K.Anitha was recently selected as Board of studies member and course content writer for **Dr. B R Ambedkar Open University for journalism stream.**
- BoS member for **Osmania University and Bhavan's College for UG Sainikpuri, Secunderabad.**
- Editorial Board member of Journal of Mass Communication & Journalism, OMICS Publishing Group, An open access publisher for the advancement of Science and technology.

- International Journal of Media, Journalism and Mass Communications, ARC Publications Pvt Ltd.
- Research Journal of Mass Communication and Information Technology(RJMCIT), IIARD publishing company, Nigeria.
- PRSI Hyderabad Chapter First Women Wing Convenor

Paper Setter and External Examiner

Dr.K.Anitha , is BoS member, External Examiner, Counsellor, Course content writer and Paper Setter for Dr. B.R.Ambedkar Open University, Hyderabad.

- Osmania University,
- Government College for women, Begumpet,
- Reddy College, Hyderabad,
- Andhra Mahila Saba College, Hyderabad

Personal profile

Name: **Anitha** Family name: **Kaluvoya**

Education: **MCJ, MPHIL, PHD AND SET-13**

Nationality: Indian

Date of birth: 27 June 1982.

Gender: Female

Marital status: Married.

Languages known: English, Hindi and Telugu.

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Srinivas Colony, Near The Nest Pranith Happy Homes
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Place: Hyderabad



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