



RESUME

Dr. PADMA PONUGOTI

email: padmaponugoti123@gmail.com

Mobile:+918790341580

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 DETAILS

Education	Academic Year	Board/University	Division	Percentage (%)
Ph.D in JMC	2018	Acharya Nagarjuna University, Guntur		
M.A(JMC)	2008-10	University College of Arts, Commerce & Law, Acharya Nagarjuna University, Guntur	First class With Distinction	70.4%
PGDCA	2007-08	Satyam Computer Education, Directorate of Employment and Training, Govt. of Andhra Pradesh	A+	
B.Sc (Bio.Tech)	2007	Sri Chaitanya Degree College, Hanmakonda / Kakatiaya University, Warangal.	First	60.4%
Intermediate	2004	APSWRS Jr. College(G), Pedapavani, Prakasam (Dt), Andhra Pradesh, India	First	64.7%
High School	2002	APSWR(G) School, Pedapavani, Prakasam	First	70.5%

		(Dt), Andhra Pradesh, India /Secondary School Certificate, Andhra Pradesh , India		
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TEACHING EXPERIENCE:

- Previously taught to Post Graduate students of Department of Journalism and Mass communication, Acharya Nagarjuna University under RJN Fellowship during the academic years of 2012 to 2017.

ACHIVEMENTS:

- Qualified **UGC NET Lectureship - June 2012** in the area of **Mass Communication and Journalism.**
- Obtained the University **First Rank** in **M.A Journalism & Mass Communication.**
- Selected for **Rajeev Gandhi National Fellowship** in 2012-13.

JOURNAL PUBLICATIONS / BOOK CHAPTER :

Journal Publications

1. Madhu BabuJangili 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.
2. Madhu BabuJangili 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.
3. MadhuBabu 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 Chapters:

1. J.MadhuBabu 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.

2. J.MadhuBabu 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.
3. J.MadhuBabu, 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.
4. J.MadhuBabu, 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.
5. J.MadhuBabu, **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 Dehli.

CONFERENCES / SEMINAR PAPER PRESENTATION:

Conference Papers

International Conferences

1. 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.
2. 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 “**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 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.
2. Participated in “**National Women’s Parliament**” organised by Legislative Assembly, Andhra Pradesh at Pavitrasangam, Amaravathi during February 10 – 12, 2017.
3. 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.
4. 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, Guntur.
5. 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.

6. 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.
7. 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.
8. Attended to Int.workshop on “**Water, AIR, Sanitation and Hygiene attitudes and Practices-2018**” conducted by Dept’s. Of BT, OC, SW of Dr. BRAU-SKLM on 27th, Jan, 2018.
9. Attended to workshop on “**Intellectual property Right**” by College of Science, Dr. BRAU - Srikakulam on 28.02.2019

SEMINARS:

1. 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.
2. 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.
3. 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.
4. 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.
5. 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.
6. 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.

7. 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.
8. Participated in 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.
9. Participated in two day national seminar on **Drug Abuse Prevention: Role of Youth** on 19 – 20 December 2018, organized by the department of Social Work, Dr. B R Ambedkar University, Srikakulam, Andhra Pradesh.

Participation in FDP's:

1. Participated one week faculty development programe on" **rural immersion**" conducted by MGNCRE-Hyderabad collaborated with Dr.BRAU-SKL during in 21st to 27th Jan, 2019.
2. Attended to one week FDP for women faculty on "**current trends in teaching methods and strategies in higher education**" during Jan, 28th to 2nd, Feb, 2019 at NIT, Warangal.

Extra Curricular Activities:

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