

**FORMAT FOR DETAILS OF INDIVIDUAL TEACHERS
ACHARYA NAGARJUNA UNIVERSITY**

1. Name: Dr.J.MadhuBabu

2. Designation: AssistantProfessor (contractual)

3. Dept. of: Journalism and Mass Communication,

4. Qualifications: Ph.D., MJMC, M.Sc., B.Ed.

5. Date of Birth: 01-06-1964

6. Date of Joining: 10-08-2010

7. PhoneNumber: 9393110848

8. E-mail id: drmadhujan1@gmail.com



9. Academic Qualifications: Qualified UGC, Swayam Online Certificate Courses

- Partition of India in Print Media and Cinema (Jul- Oct-22- 12 Weeks) Indian Institute of Technology of Roorkee, NPTEL
- **Photo Journalism** (14.05.2022) University of Pondicherry and CEC. (15 weeks)
02 -08 2021 to 10-11-2021
- **Introduction to Visual Communication** (31.08.2021) Osmania University Hyderabad, and CEC.(11 weeks) 06-07-2020 to15-09-2020
- **Basic Concepts of Film & Video Editing** (18.10.2021) St. Xavier's College, Kolkata and CEC.(8 weeks) 04-01-2021 to 28-02-2021
- **Environmental Law** (18.11.2020) National Law University, Delhi and CEC (14 weeks)**13 -01-2020 to 30-04-2020**
- **Basics of Photography** (18.11.2020) Devi AhilyaVishwavidyalaya, Indore and CEC(12 weeks) 16-01-2020 to 22-04-2020
- **Media Content Production on Multiple Platforms** (19.12.2019) Dept. of AJK Mass Communication Research Center, JamiaMilliaIslamia, New Delhi.(15 weeks)
15-07-2019 to 10-11-2019
- **Introduction to Film Studies** (19.12.2019) IIT Madras and NPTEL(12 weeks)
29-07-2019 to18-10-2019

11. Title of Ph.D. Thesis

Title of Thesis	University from which Ph.D awarded	Awarded Year
Newspaper coverage of Naxalite Movement: A Content Analysis of Selected Dailies	Andhra University	2009.

12. Professional Career:

- Professional Experience: Previously worked as Journalist in Print and Electronic Media for 10 years.
- Teaching Experience: Working as an Assistant Professor in the Department of Journalism and Mass Communication, Acharya Nagarjuna University since 2010. (12 years)
- Administrative Experience: Nil
- Research Experience: 10 years

13. Academic Activities: Teaching, research, paper setting, answer scripts evaluation, syllabus framing, dissertation guiding, conducting quiz competitions, conducting film appreciation, give coaching for UGC NET and SET appearing candidates and Thesis Adjudication.

14. Research Students Information (Awarded)

Guided Successfully		Presently Guiding	
Ph.D.	M.Phil.	Ph.D.	M.Phil.
5	-	7	-

PhD Guidance

SL. No.	Scholar Name	Title of Ph.D. Thesis	Date of Award
1.	Padma Ponugoti	News Coverage of Environmental Issues: A Study of Four Indian Newspapers.	11.10.2018
2.	Ippili Tarekeswara Rao	Coverage of Fourth World News by the Newspapers in Developed and Developing Countries: A Content Analysis.	02.11.2018
3.	Sangula Venkateswarlu	The Indian Press and Coverage of the Terrorist Attacks: An analysis of Four Newspapers.	13.03.2019

4.	Jampula Manjunath	Professional Roles, Characteristics and Working Conditions of Reporters: A Survey Analysis of Telugu Newspapers.	27.06.2020
5	MM Krishna Kurra	The Viewers Perspectives on TV Programs and Digital Transmission: A Survey Analysis of Amaravathi Region in Andhra Pradesh	17.07.2021

15. Professional Achievements:

Medals & Awards

- Bezwada Ramachandra Reddy Gold Medal in MJMC, 1997. Andhra University, Visakhapatnam.
- Best Electronic Media Journalist Award (VJF, Visakhapatnam, 2001)
- State Level Silver Medal in Philately (Cinema Related First Day Covers Collection), APPEX-2014, Vijayawada.

16. Number of Books Published: 1

- Dr. J. Madhu Babu (2010). *Newspapers and Naxalite Movement*, Kanishka Publishers, New Delhi, ISBN 978-841-8457-215-5.

17. No. of research articles published/presented since the inception

Journals		Conferences/Workshops	
National	International	National	International
14 (Book Chapters)	16 (UGC Listed)	12 conferences 12 workshops 4 FDP/RC/CBP	7 conferences 1 FDP

UGC Listed

1. Dr. J. Madhu Babu, N. Nageswara Rao (2019) "Coverage of Demonetization in Indian

Dailies : A Content Analysis, *International Journal of Research in Social Sciences*, Vol. 9, Issue -3, March, 2019, Pg.No.616-633, ISSN 2249-2496, Impact Factor: 7.081. UGC NO-48887

https://www.ijmra.us/project%20doc/2019/IJRSS_MARCH2019/IJMRA-15287.pdf

2.

Dr. J. Madhu Babu, S. Raja Rao (2019). Indian Press Coverage of Farmers' Suicides in Andhra Pradesh: A Content Analysis, *IRA - International Journal in Management*

and Social Science, Vol.14, Issue-02, February, 2019, Pg.No.47-59 ISSN2455-2267.UGCNO-46617

<https://research-advances.org/index.php/RAJMSS/article/view/1365/1125>

3.

Dr.J.MadhuBabu, J.Manjunath (2018). Reporters Opinion on Management of Telugu News papers: A Survey Analysis in Andhra Pradesh, IRA - International Journal in Management and Social Science, Vol. 13, Issue-01, October, 2018, Pg. No. 1-9, ISSN2455-2267.UGCNO-46617

<https://research-advances.org/index.php/RAJMSS/article/view/1296/1063>

4. Dr. J. MadhuBabu, J.Manjunath (2018). Job and Salary Satisfaction of Journalist in Telugu Press: A Survey Analysis in Andhra Pradesh, International Journal of Research in Social Science, Vol. 8, Issue-10, October, 2018, Pg. No. 802-817, ISSN2249-2496, Impact Factor 7.081.UGC NO-48887

https://www.ijmra.us/project%20doc/2018/IJRSS_OCTOBER2018/IJMRA-14614.pdf

5. Dr. J. MadhuBabu, S. SowjanyaBabu (2018). 50 Years of Naxalite Movement and Telugu Cinema: A Content Analysis, IRA - International Journal in Management and Social Science, Vol. 11, Issue-03, June, 2018, Pg. No. 118-127, ISSN 2455-2267.UGCNO-46617

<https://research-advances.org/index.php/RAJMSS/article/view/1218/1013>

6. Dr. J.MadhuBabu, S.Mumtaj (2018) “Content Analysis of Hindutva and Secular Issues Reported in Indian English Dailies, Researchers World: Journal of Arts, Science & Commerce, Vol.IX, Spl.Issue.02, January, 2018, Pg.No.80-88, ISSN2231-4172, Impact Factor (IBI): 3.19.UGC NO-10509

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7. Dr. J. MadhuBabu, I. Tarakeswara Rao, S. Venkateswarlu (2017). “Media Use Habits of ST Students of Acharya Nagarjuna University: A Survey Analysis”. International Journal of Research in Economics and Social Sciences (IJRESS). Vol.7, Issue-11, November, 2017, Pg. No. 197-210, and ISSN: 2249-7382, Impact Factor: 6.939. UGC NO-48858

https://www.researchgate.net/publication/327011590_Media_Use_Habits_of_ST_Students_o

[f_Acharya_Nagarjuna_University_A_Survey_Analysis](#)

8.Dr. J. MadhuBabu, S. Venkateswarlu (2017). Indian Newspapers Framing of ISIS Coverage: A Content Analysis, IRA - International Journal in Management and Social Science, Vol. 9, Issue-01, October, 2017, Pg. No. 38-46 ISSN 2455-2267.UGC NO-46617

<https://research-advances.org/index.php/RAJMSS/article/view/1059/939>

9. Dr.J.MadhuBabu,P.Padma(2017)“News Coverage of Public Protests against SEZ in Indian News Papers: A Content Analysis, Researchers World: Journal of Arts, Science & Commerce, Vol.VIII, Issue.02 (6), April, 2017, Pg.No.30-37, and ISSN2231-4172.Impact factor 3.19 UGC NO-31844

10.Dr.J.MadhuBabu,S.Mumtaj(2017)“Telugu Newspaper’s Agenda Setting Function on Governance of Andhra Pradesh and Telangana States: A Content Analysis, Researchers World: Journal of Arts, Science & Commerce, Vol.VIII, Issue.3(1), July, 2017, Pg.No.126-133, ISSN2231-4172.Impact factor 3.19, UGC NO-10509

11.Dr. J. MadhuBabu, P.Padma. “Indian Newspapers and Environmental Protests: A Content Analysis”. IRA - International Journal in Management and Social Science. Vol.05, Issue 02 (2016), p.p. 301-317, ISSN 2455-2267.UGC NO-46617.

<https://research-advances.org/index.php/RAJMSS/article/view/601/583>

12.Dr.J.MadhuBabu,S.Venkateswarlu(2016).News Framing: Indian Press Coverage of the FTII Students 139 Days Strike. International Journal in Management and Social Science, Vol. 4, Issue-07, July, 2016, p.p.570-583 ISSN2321-1784, Impact Factor 5.276.

<https://indianjournals.com/ijor.aspx?target=ijor:ijmss&volume=4&issue=7&article=058>

13.Dr. J. MadhuBabu, P. Padma. “News Coverage of Public Protest against to Bauxite Mining: A Content Analysis of Indian Dailies”. International Research Journal of Social Science. Vol.5(12), December, 2016, P.P.17-24, E-ISSN2319-3565.UGC No.45451

<http://www.isca.in/IJSS/Archive/v5/i12/4.ISCA-IRJSS-2016-187.php>

PEER REVIEWED JOURNALS

14.Dr .J.MadhuBabu, K M M Krishna(2020).A survey analysis on TV viewers: unethical issues in Teugu drama serial. IRA –International Journal of Management& Social sciences.ISSN2455-2267 :Vol,16.Issue 03 (July-Sept2020)Page no .68-78 .

<https://research-advances.org/index.php/RAJMSS/article/view/1515/1231>

15.Dr.J.MadhuBabu,I.TarakeswaraRao(2016)“BookReviews of Fourth World Nations Published in the Indian News Papers: A Content Analysis, A Cultural and Literary Nationalism of Fourth World (Vol.2, issue01, June, 2016, Pg.No.60-68) ISSN2349-3038.

https://www.researchgate.net/publication/327011504_Book_Reviews_of_Fourth_World_Nations_Published_in_the_Indian_Newspapers_A_Content_Analysis

Book Chapters Published

1.Dr.J.Madhu Babu,NageswararaoChekka ,NageswararaoNambur(2020) .News coverage of Me Too Movement on Indian Press:Ananalysis. Womens development in post Globalization era: Emerging challenges and needed initiatives. Edited Dr.V.Venkateswarlu (chapter 3, page no.18-26) .Sucharitha publications, ISBN978-93-83729-40-1

2.Dr.J.MadhuBabu,P.Padma(2018). Usage of MediaNetworkingamongGirl Students :ASurveyinVijayawada,WomeninHigherEducationinIndia:PerspectivesandChallenges, Edit HariPonnamma Rani and MadhaviKesari (Chapter 21, pg.no.128-142)CambridgeScholars Publishing,ISBN: 978-1-5275-0854-5.

3.Dr. J. MadhuBabu, I. TarakeswaraRao (2018). News Coverage on Media and SocialMedia by National and International Press: A Content Analysis with special Reference toWorld Nations, Mediascape in 21st Century Emerging Perspective Part –II, Edit Prof.Manukonda Rabindranath et.al. (Chapter 4, pg.no.339-351) Kanishka Publishers, ISBN:978-81-934480-4-5.

4.Dr. J. MadhuBabu, S.Mumtaj (2018). A Comparative Content Analysis on Mainstreamand Alternative News Coverage of Rohingyas,Mediascape in 21st Century EmergingPerspectivePart–II,EditProf.ManukondaRabindranathet.al.(Chapter6,pg.no.373-383)KanishkaPublishers, ISBN: 978-81-934480-4-5.

5.Dr. J. MadhuBabu, I. TarakeswaraRao (2017). Coverage of Travel and Tourism NewsitemsbyInternationalandNationalNewspapers:AContentAnalysiswithspecialReference of World Nations, Emerging Trends in Tourism and Hospitality Industry, EditDr.P. PurnachandraRao,(Chapter 20, pg.no.117-128) Paramount Publishing House,ISBN:978-93-85100-80-2.

6.Dr. J. MadhuBabu, S.Venkateswarlu(2017). How the Terrorist Attacks Effectuated the Travel and Tourism in India: A Content Analysis of Four English Dailies., Emerging Trends in Tourism and Hospitality Industry, Edit Dr.P. Purnachandra Rao, (Chapter 72,pg.no.466-474)Paramount Publishing House, ISBN: 978-93-85100-80-2.

7.Dr. J. MadhuBabu, I. Tarakeswara Rao, S. Venkateswarlu(2017)CSR Practices in Media Industry: A Special Reference to TV9 Telugu, Global Summit on Corporate Social Responsibility GSCSR-2017, Editor- Dr.R.Siva Ram (Chapter 7, Pg.no.357-360), IMRF International Publishing House, ISBN: 978-93-86435-04-0.

8.Dr. J. MadhuBabu, P.Padma (2017) Corporate Social Responsibility by Media Few Case Studies, Global Summit on Corporate Social Responsibility GSCSR-2017, Editor- Dr.R.Siva Ram (Chapter 30, Pg.No.719-723), IMRF International Publishing House, ISBN: 978-93-86435-04-0.

9.Dr.J.MadhuBabu, Sk.Mumtaj, P.Padma(2016). A Coverage of Landpooling in Andhra Pradesh: A Content Analysis of Telugu Dailies, Media and Communication for Development, ed.K.John Babu, Dominant Publishers, New Delhi, pg.341-358 ISBN 978-93-84161-54-5.

10.Dr. J. MadhuBabu, KMM Krishna, P. Padma, (2016). “Use of Tablets by Women Panchayat Secretaries: A Survey Analysis”. ICT and Women Empowerment, ed. C. Vani, P.Vijaya Lakshmi, Sonali Publications, pg.28-43 New Delhi, ISBN 978-81-8411-570-3.

11.Dr.J.MadhuBabu, Mumtaj Shaik(2017), “Corporate Social Responsibility and Advertising”, Corporate Social Responsibility, Editor- Nagaraju Bhattu, Virinda Publishing house (Chapter- 52, Pg.No.252-256) ISBN: 978-93-85518-08-9.

20. Visiting/Guest faculty of other universities

Sri Potti Sreeramulu Telugu University, Hyderabad, Dr.B.R.Ambedkar University, Srikakulam. APHRDI

21. Professional Membership: Life member in PRSI Amaravati Chapter.

22. Academic Council/ BOS/Other Committee Members:

1. Subject Expert in Board of Studies, Department of Visual Communication, Andhra Loyola College (A), Vijayawada.
2. Board of Studies Member, Department of Journalism and Mass Communication, Acharya Nagarjuna University.

Signature of the Teacher