

Professor H. S. Eswara

Former Professor
of Communication
Bangalore University
&
MAHE- Manipal, Karnataka
“Uttunga”
HIG 11, KHB Colony
First Stage
Basaveshwaranagar
Bangalore 560079
Phone: 080-23481067
Cell: 9448689079
e-mail: hseswara@yahoo.co.in

Full Name:

ESWARA, Harogadde Srinivasa Naik

Born:

February 2, 1939; Hosamane-Harogadde, Tirthahalli, Shimoga Dist., Karnataka.

Education:

University of Wisconsin, Madison, U.S.A; 1964-1968, **Ph. D. in Mass Communication.** Thesis Advisor: Dr. Jack M. McLeod.

University of Mysore, Mysore, 1959-1960, **M.A. in Psychology.**

University of Mysore, Mysore, 1956-1959, **B.A. (Hons.) in Psychology**

Yuvaraja's College, Mysore, 1954-56, **Intermediate**

Government High School, Tirthahalli, 1951-1954, **S. S. L. C.**

Positions / Employment:

1. Sir M Visveswaraiah Chair in Science, Department of Studies in Psychology, University of Mysore, 2008.
2. Visiting Professor, Department of Journalism and Communication, Kuvempu University, 2003.
3. Professor, Manipal Institute of Communication, Manipal Academy of Higher Education —Deemed University, 1998-2002
4. Professor of Journalism, Faculty of Communication, Bangalore University, April 1979 to October 1998. Also served as Chairperson of the Department from April 1979 to September 1990, and as Dean of the Faculty of Communication from April 1979 to July 1994.
5. Reader in Psychology, Department of Post-graduate Studies and Research in Psychology, University of Mysore, February 1973 to April 1979.
6. Lecturer in Psychology, Department of Post-graduate Studies and Research in Psychology, University of Mysore, November 1968 to February 1973.
7. Part-time Faculty Member, Department of Post-graduate Studies and Research in Journalism, University of Mysore, August 1971 to April 1979.
8. Scientific Pool Officer, Council of Scientific and Industrial Research, Government of India, 1968.
9. Teaching Assistant, School of Journalism, University of Wisconsin, Madison, USA., 1967-1968
10. Research Assistant, Mass Communication Research Centre and School of Journalism, University of Wisconsin, Madison, USA. 1964-1967.
11. Senior Research Assistant, Social Sciences Division, Indian Institute of Science, Bangalore, 1964.
12. UGC Junior Research Fellow, Department of Post-graduate Studies and Research, University of Mysore, 1963-1964.
13. School Psychologist, Shri Ramakrishna Vidyasala, Mysore, 1963.
14. UGC Research Scholar, Department of Post-graduate Studies and Research in Psychology, University of Mysore, 1960-1963.

Positions / Memberships:

1. Chairperson, Department of Communication; Dean, Faculty of Communication, Member of Academic Council, Senate and Syndicate at Bangalore University.
2. Dean, Faculty of Communication, Calicut University (also *ex-officio* member of Senate and Academic Council).
3. Chairman and/or Member of Board of Studies in Journalism and Mass Communication at Bangalore University, University of Mysore, Osmania University (Hyderabad), Indian Institute of Mass Communication (New Delhi), University of Kerala, University of Madras, Mangalore University, Karnataka University, Bharathiar University (Coimbatore), Sri Padmavati Mahila Visvavidyalaya (Tirupati), Manipal University.
4. Has served as Expert Member on Boards of Appointments and Selection Committees for Faculty Positions (on one or more occasions) at these institutions: Bangalore University, University of Mysore, Karnataka University, Mangalore University, University of Madras, Osmania University, Berhampur University, Kerala University, Shivaji University (Kolhapur), University of Poona, Shri Padmavati Mahila Visvavidyalaya, Manomanian Sundarnar University, University of Calicut, Kamaraj University, Film and Television Institute (Pune), Space Application Research Center (Ahmadabad), and Public Service Commission (New Delhi).
5. Member, Karnataka Press Academy, Bangalore.
6. Member, Karnataka Association for the Advancement of Science, Bangalore.

Edited

1. The Communicare, Research Journal of the Department of Communication, Bangalore University, Vol.4, 1980.
2. The Communicare, Research Journal of the Department of Communication, Bangalore University, Vol.5, 1982.
3. ICCTR JOURNAL, Publication of the Indian Council for Communication Training and Research, Vol. 1, 1998
4. ICCTR JOURNAL, Publication of the Indian Council for Communication Training and Research, Vol.2, 1989.
5. Served on the Editorial Advisory Board of Indian Journal of Communication, published by the Department of Communication, University of Kerala, Trivandrum.

6. On the Editorial Board of the subject encyclopedia: Psychology. Institute of Kannada Studies, University of Mysore.
7. On the Editorial Advisory Committee of Journal of Media and Social Development, University of Mysore.

Honors and Awards

Achievement Award, Sandesha Samskruti and Saikshnika Prathisthana (Sandesha Cultural and Educational Trust), Mangalore & South Canara District Journalists' Association, 2002.

PRCI Samvahana Lifetime Achievement Award, Public Relations Council of India, Bangalore Chapter, 2012.

Honoured by Department of Studies in Communication and Journalism, University of Mysore, Mysore on the occasion of Inauguration of Audio Visual Studio in the Department, 2012

Life-time Achievement Award 2013, Karnataka Media Academy, Government of Karnataka, 2014.

Honoured by Public Relations Council of India during its Decennial Celebrations, 2014.

Other Assignments

1. Coordinator, Training Program for Candidates taking I.A.S., I.P.S., and other Competitive Examinations, University of Mysore, Mysore, 1977.
2. Visiting Fellow at Srhi Padmavathi Mahila Visvavidyalaya, Tirupati, 1992
3. Invited Lectures under U.G.C. Teacher Exchange Program at the Department of Communication, School of Languages, Gujarat University, Ahamadabad, 1993.
4. Coordinator, U.G.C. Refresher Courses for Journalism and Communication Teachers, Bangalore, 1971 and 1972 (Two times).

Seminars, Conferences and Conventions

1. Annual Convention of the Association for Journalism Education, Iowa, USA., 1966.
2. Seventh Annual Conference of the Indian Academy of Applied Psychology, Mysore, 1968.

3. Eighth Annual Conference of the Indian Academy of Applied Psychology, Madras, 1969.
4. Ninth Annual Conference of the Indian Academy of Applied Psychology, Coimbatore, 1970.
5. Comparative Popular Culture Research Seminar, East-West Communication Institute, Honolulu, Hawaii, USA., 1976.
6. Seminar on “Mass Communication in Democracies,” American Center, Madras, August 10-11, 1979.
7. U.G.C. Workshop on Modernization of Journalism and Communication Curriculum and Training, Osmania University, Hyderabad, November 16-19, 1979.
8. Seminar on “International News Flow,” American Center, Madras, July 11-12, 1980.
9. All India Workshop on Journalism and Communication, United States Information Service, Madras, held at Whitefield, Bangalore, 1984.
10. U.G.C. Workshop on Syllabi for Journalism and Communication Courses, Osmania University, Hyderabad, 1996.

Radio Talks

1. “Madhyamagalli Neeti Samhite” (Code of Ethics in Media). All India Radio, Bangalore, October 28, 2014.
2. “Home Entertainment: Changing Trends”: All India Radio, Bangalore, December 12, 1996.
3. “Opportunities in Journalism”, All India Radio, August 11, 1980.
4. “Chintana,” Short Radio Talks on All India Radio, Bangalore: May 8, 1993; May 18, 1993; May 28, 1993; November 7, 1993; November 17, 1993; November 27, 1993; October 5, 1994; October 15, 1994; October 25, 1994; February 6, 1996; February 16, 1996; February 26, 1996; August 13, 2009; August 22, 2009, and August 31, 2009. On All India Radio, Mangalore: October 18, 2001; November 18, 2001, and December 18, 2001.

Books and Articles in Kannada

Eswara, H.S. “Maaji doomhapaniyobbana atmeeya vivaragalu” (Personal notes of an ex-smoker), Vijayavani (supplement), May 25, 2013.

Eswara, H. S. “Porcupine ubhayasankata” (Porcupine Paradox), Hosathu, August 2012.

Eswara, H. S. “Socratesna mooru prashnegalu: ondu neeti paatha” (Three Questions of Socrates: A moral) Hosathu, July 2012.

Eswara, H.S. “I.P. Pavlov: Russiada hero mattu antharaashtreeya vijnanada netaara” (I.P. Pavlov: Russian Hero and Leader of International Science) Hosathu, May 2012, pp. 59-60.

Eswara, H.S. “Vibhinna Drushtikonagalu” (Different Viewpoints) Hosathu, December 2011.

Eswara, H.S. “Tannatana” (Individuality) Hosathu, May 2011.

Eswara, H.S. “Harry Harlow Samshodanegalu” (Researches of Harry Harlow) Kasturi, February 2011, pp. 93-94.

Eswara, H.S. “Aadarsha Mahile Aaydakki Maramma” (Aaydakki Maramma: A role model for women) Karmaveera, January 2011, p. 25.

Eswara, H.S. “Suvarna emba anvartha hesarina sishye” (My Student Suvarna: True to her name) Hosathu, November 2010, p.62.

Eswara, H.S. “Hottekicchu” (Jealousy), Hosathu, June 2010, p.62.

Eswara, H.S. “Kaayaka Gaurava” (Dignity of Labour), Taranga, September 23, 2010

Eswara, H. S. “Nyayasammata Nadavalike” (Just behavior) Hosathu, February 2010, p. 62.

Eswara, H. S. “Madhyama Swaathnrya, Javaabdaari mattu Vasthunishtate emba Mareechikegalu” (The myths of media freedom, responsibility and objectivity). Hosathu, January 2010, Pp. 147-150.

Eswara, H. S. “Sarala Baduku” (Simple Living) Hosathu, October 2009, P.62.

Eswara, H. S. “Samooha Samvahana Maadhyamagala Parichaya” (Introduction to Mass Communication), Distance Education Center, Kannada University, Hampi. 2006.

Eswara, H.S. Vidyarthi Asanthi (Student Unrest: Some Social Psychological Explanations). Maanavika Karnataka, 1975.

Eswara H.S. and Nataraj, P. “Manovignana Parichaya” (Bhaga -1) (Introduction to Psychology —Part 1), Institute of Kannada Studies, University of Mysore, Mysore, 1972.

Nataraj, P. and Eswara, H.S. “Manovignana Parichaya” (Bhaga-2) (Introduction to Psychology —Part 2), Institute of Kannada Studies, University of Mysore, 1973.

Eswara, H.S. Kalpene (Imagination) Kannada Viswakosha (Kannada Encyclopedia) Volume 4. Mysore: Institute of Kannada Studies, University of Mysore. Pp.270-271.

Eswara, H.S. *Kutoohala* (Curiosity) Kannada Viswakosha (Kannada Encyclopedia) Volume 4. Mysore: Institute of Kannada Studies, University of Mysore. Pp. 850-851.

Eswara, H. S. *Khinnate* (Depression) Kannada Viswakosha (Kannada Encyclopedia) Volume 5. Mysore: Institute of Kannada Studies, University of Mysore. P. 839.

Eswara, H. S. *Kaigarika Manasshastra* (Industrial Psychology) Kannada Viswakosha (Kannada Encyclopedia) Volume 5. Mysore: Institute of Kannada Studies, University of Mysore. Pp.293-296.

Eswara, H. S. “*Geelu*” (Obsession) Kannada Viswakosha (Kannada Encyclopedia) Volume 6. Mysore: Institute of Kannada Studies, University of Mysore. P. 290.

Eswara, H. S. *Chata* (Compulsion) Kannada Viswakosha (Kannada Encyclopedia) Volume 7. Mysore: Institute of Kannada Studies, University of Mysore. Pp.129-130.

Eswara, H. S. *Prayogika Manovigjnana* (Experimental Psychology) Jnana Gangotri (Junior Encyclopedia), Vol. 2. Bangalore: Karnataka Co-operative Publishing Ltd., 1971. Pp. 355-356.

Eswara, H.S. *Makkalalli Snehaparvrutti* (Friendship in Children). Prabuddha Karnataka, 1966.

Research Reports and Publications

Eswara, H. S. Journalism and Communication Education in Indian Universities. Belliya Belaku, Silver Jubilee Commemoration Volume, Janatha Education Society (Reg.), Bangalore, 1997, Pp. 15-18.

Eswara, H.S. Communication Research. Introduction to Communication. Indira Gandhi National Open University, New Delhi, 1995.

Sridhara, B. A., Poornananda, D. S., and Eswara, H. S. Tamas as Audience Perceive. Screen, 1988.

Poornananda, D.S., Leela Rao and Eswara, H. S. Panchayat Raj Politics and Disharmony in Interpersonal Relations. Parliamentary Affairs, 1988, 6, Pp. 5-10.

Eswara, H.S., Leela Rao and Krishnan, M.G. Challenges and Response: An Opinion Survey on Development Programmes in Rural Karnataka. Department of Communication, Bangalore University. Unpublished Document, 1987.

Eswara, H. S. Some Thoughts on Research design and Testing Procedures. In Pramod Kale, Film Modules for Non-Formal Education: A SITE Project. UNICEF, 1981.

Eswara, H. S. Further Contributions to the Confusion Regarding the Relationship between Birth Order and Locus of Control; Paper presented to Indian Psychological Association Special Convention (Experimental Psychology—100 Years), Karnataka University, Dharwad, 1979.

Eswara, H. S. and Nadig Krishnamurthy. How School Achievement Relates to Mass Media Use. Journalism Quarterly, 1978, 55, 785-788.

Eswara, H.S. Birth Order and Internal-External Locus of Control. Journal of Social Psychology, 1978, 104, 145-146.

Eswara, H. S. The Images of America: A case Study of the Perceptions of Students and Professionals in Mysore, India. Paper presented to 1976 Comparative Popular Culture Research Seminar, East West Communication Institute, Honolulu, Hawaii, 1976.

Krishnamurthy, P. and Eswara, H.S. Attitudes, Motivation and Morale among Office Personnel. Unpublished Document. Institute of Development Studies, University of Mysore, 1975.

Eswara, H.S. Some Antecedents of Interpersonal Attraction: Do They Summate or Interact? In B. Krishnan (Ed). Studies in Psychology. University of Mysore, 1974, Pp. 134-140.

Eswara, H.S. and Suryarekha, A. The relationship between Lie Scores and Anxiety Scores on Taylor's Manifest Anxiety Scale. Journal of Psychological Researches, 1974, 18, 88-90.

Eswara, H. S. Family Communication Patterns and Attitude Change: An Interpersonal Approach to the Study of Social Influence. Mysore: Prasaranga, University of Mysore, 1974.

Eswara, H. S. Assimilation and Contrast as Factors in Interpersonal Perception. Journal of the Indian Academy of Applied Psychology. 1972, 2, 45-47.

Eswara, H. S. Administration of Reward and Punishment in Relation to Ability, Efforts and Performance. The Journal of Social Psychology, 1972, 16, 45-48.

Eswara, H. S. The Effects of Rearing and Testing Conditions on Reaction to Stress among Wistar Derived Albino Rats. Psychological Studies, 1971, 16, 45-48.

Eswara, H. S. A Non-radical Approach to Modernization: Structuring the Environment via Individual Change. Paper Presented to the Eighth Annual Conference of the Indian Academy of Applied Psychology, Madras, 1969.

Eswara, H. S. Flow of News between India and Africa in Times of "Crises." Africa Quarterly, 1969, 9, 15-22.

Eswara, H. S. Resolving Cognitive Imbalance: Some Personal and Situational Determinants. Psychological Studies, 1969, 14, 111-116.

Stone, V. A. and Eswara, H. S. The Likeability and Self-Interest of the Source in Attitude Change. Journalism Quarterly, 1969, 46, 61-68.

Wackman, D. B., McLeod, J. M., Chaffee, S. H. and Eswara, H. S. Family Communication Patterns and Cognitive Differentiation. Unpublished Document, Mass Communication Research Center, University of Wisconsin, Madison, 1968.

Eswara, H. S. Intelligence and Social Acceptability. Experiments in Secondary Education, 1966, 2, 13-15.

McLeod, J. M., Chaffee, S. H., and Eswara, H. S. Family Communication Patterns and Communication Research. Paper presented to the Theory and Methodology Division, Association for Education in Journalism, Iowa, 1966.

Srikanta Rao, A. M., Eswara, H. S., and Inayat Ulla, M. A Study of Vocational Interests among Secondary School Leaving Students. Manas, 1965, 65-71.

Eswara, H. S. and Srikanta Rao, A. M. Intercorrelations between Sub-tests of a Verbal Test of Intelligence and Their Relative Contribution to the Total Score. Journal of Psychological Researches, 1963, 7, 1-4.

Eswara, H. S. Language Behavior and Social Acceptability. Unpublished Research Report based on work done as U.G.C Research Scholar, Department of Psychology, University of Mysore, 1963.

Kuppuswamy, B. and Eswara, H. S. A Preliminary Study of a set of Inkblots. Paper presented to the Psychology Division, Indian Science Congress, Cuttuck, 1962.

Eswara, H. S. A Group Verbal Test of Intelligence in Kannada. Unpublished Master's Thesis, University of Mysore, 1960. (Thesis Advisor: Dr. B. Kuppuswamy)

Research Supervision at the Doctoral Level

Rajgopal, G. S.: Press in India—Forms, Extent and Consequences of Control. Ph.D. Degree, Bangalore University, 1996.

Shivaram, G. P.: Television and Children—Influence of TV Viewing on Information Level, School Achievement and Social Behavior. Ph. D. Degree, University of Mysore, 1998.

Ravi, B. K: Contributions of T. S. Ramachandra Rao to Kannada Journalism. Ph. D. Degree, Bangalore University, 2000.

Ashok Kumar, N. S. Social Isolation and Mass Media Use. Ph.D. Degree, Bangalore University, 2005.

Adjudication of Ph. D. Thesis

Served as adjudicator of Ph.D. dissertations of these candidates: Usha Rani, N. (University of Mysore, 1987), Josephine, J. (University of Madras, 1991), Balakrishna Lalkar, P. B. (University of Kerala, 1992), Syed Amjed Ahmed (University of Kerala, 1992), Anuradha Dixit (Karnataka University, 1991), Shivaram Piloor (University of Mysore, 1994), Onkaragouda Kakade (Karnataka University, 1995), Chitra, B. S. (University of Kerala, 1996), Niranjana Vanalli (University of Mysore, 2000), Vijapur, B.S. (Karnataka University, 2000), Vijayalakshmi, P. (University of Poona, 2001), Indrani Rampersad (University of Poona, 2003), and Richard Stephen Rego (University of Poona, 2005).

Research Supervision at the Master's Level

Has guided and supervised over 100 dissertations at the M. A. and M. S. Level in Psychology and Communication at the University of Mysore, Bangalore University and Manipal Institute of Higher Education—Deemed University.

Additional Information

Father: Harogadde Srinivasa Nayak, Mother: N. D. Rukminiyamma. Both believed in giving education to their children and gave importance to it. We were eight children to our parents: 4 sons and 4 daughters.

My contributions to Journalism and Communication:

- 1) **May be the first Ph. D. in Mass Communication in Karnataka State.**
- 2) Taught communication courses for almost 40 years in the Universities of Mysore, Bangalore, Manipal and Kuvempu.
- 3) As visiting faculty, gave lectures on various themes in a number of Universities at various points of my career. Visiting faculty at University of Trivandrum (1976); Shri Padmavathi Mahila University, Tirupathi (1993); SDM College, Ugire (2014); NMKRV College for Women, Bangalore (2013 & 2014); St. Joseph's College, Bangalore (2014).
- 4) Was Chairman / Member of Boards of Studies in many of the Southern Universities at different times and for different periods. Gave a new dimension to communication curriculum, emphasizing the importance of theory, research and social and behavioral science perspective to communication studies.
- 5) My students assumed leadership in most of the Journalism and Communication Universities in South: e.g., Maxwell Fernandez (founded the Department in Kerala University), Dr. Josephine (Madras), Dr. Chakkappan (Calicut), Dr. Balasubramanya

(Karnataka), Dr. Nagaraj and Dr. Shivaram (Mangalore), Dr. Usha Rani (Mysore), Dr. Vani (NMKRV, Bangalore), Prof.R. N. Padmanabha (Maharaja's College, Mysore), Dr. Kiran Prasad (Shri Padmavathi Women's University, Tirupati), Dr. Richard Rego (earlier St. Aloysius, Mangalore & now at St. Joseph's, Bangalore), Dr. Shyam Sunder (USA), and Professors B.A. Sridhara, Jagadeesh Prakash, N. S. Ashok Kumar, B.K. Ravi, almost the entire faculty in Bangalore University), Dr. Pradeep Mahapatra (Berhampur University), Dr. Mandira Banerjee (University of Michigan at Ann Arbor,USA).

- 6) Students who have earned a name in the Profession: Iswar Daithota, Thimmappa Bhat, R.P. Jagadeesh, D. P. Parameshwar, Mahadevappa (Editor: Prajanudi, Mysore), G.N Mohan, Rajaghatta Chidananda (TOI, Washington), Vinod Jose (Caravan, New Delhi), R N Vishukumar , M.B. Jayaram

- 7) Psychology Students: Prof. P. Prakash, Prof. Kiran Kumar, Prof. Basavarajappa (at University of Mysore), Dr. Indira Jaiprakash, Dr. Mohan Kumar (at Bangalore University), Sister Marie Evelyn (St. Agnes's College, Mangalore), Dr. B. J. Suvarna (NMKRV at Bangalore), A.S. Chandramouly (Deputy Director DD, retired), Prof. P. Kalaiah, (IIS&H, Mysore), Dr. Tanya Machado (St. John's Medical College, Bangalore).